JACK TRACY
ROOM 320

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October 3, 1960

SECOND JOINT TV AND RADIO APPEARANCE OF NIXON AND KENNEDY
WILL ORIGINATE IN WASHINGTON ON FRIDAY, OCT. 7

The second of the four joint appearances by Vice President Richard M. Nixon and Senator John F. Kennedy over the nation's television and radio networks will originate in Washington on Friday, Oct. 7 (7:30-8:30 p.m. EDT).

As originally arranged between representatives of the networks and the Presidential candidates, the program will be a news panel interview unrestricted as to subject matter. NBC News correspondent Frank McGee will serve as moderator, and the panel will consist of two broadcasting commentators and two newspapermen.

By advance agreement, NBC, as the producing network, is providing the moderator and each of the other two television networks is providing a panelist. They are Edward P. Morgan, ABC, and Paul Niven, CBS. The two newspapermen on the panel are Harold Levy, Washington correspondent, Newsday (Long Island), and Alvin Spivak, UPI.

Initially announced as originating in Cleveland, the program has been moved to Washington at the request of NBC as the producing network and with the agreement of the candidates' representatives. The change to a location where NBC has an operating base was made so that the network could draw freely and swiftly on the varied types of NBC

(more)

personnel required in large number for handling the myriad of details in organizing facilities for the candidates, their respective groups, a large press corps, and others.

The program will be presented on the television and radio networks of the American Broadcasting Company, the Columbia Broadcasting System, the National Broadcasting Company, and the radio network of the Mutual Broadcasting System.

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NBC-New York, 10/3/60

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NBC-New York, 10/3/60

OM THE NATIONAL BROADCASTING COMPANY
ty Rockefeller Plaza, New York 20, N. Y.

October 3, 1960

KHRUSHCHEV'S SPEECH FOR RED CHINA'S ADMISSION, WADSWORTH'S REPLY AND OTHER U.N. DEVELOPMENTS OVER WEEKEND COVERED BY NBC-TV AND RADIO NETWORKS

Premier Khrushchev's speech calling for the admission of Communist China to the United Nations, and the reply of U. S. Ambassador James J. Wadsworth, were covered in a special program on the NBC Television and Radio Networks Saturday, Oct. 1.

This special nighttime program (7-7:30 p.m. EDT) included excerpts of Khrushchev's speech and Wadsworth's reply, in which he said that the Soviet leader's remarks cast doubt on "the possibility of serious, constructive, calm negotiation." NBC News' correspondent Pauline Frederick reported from the UN.

Other UN developments were covered on "Chet Huntley Reporting" Sunday, Oct. 2 (5:30-6 p.m. EDT). Chet Huntley examined the role of Red China in current world developments, and Joseph C. Harsch commented on the meeting between Prime Minister Macmillan and President Eisenhower. The program also included a report on the Minute Man missile.

"The Dave Garroway Today Show" presented a summary of weekend events surrounding the UN meeting this morning (Oct. 3.)

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October 3, 1960

'QUEST'

Major New Series of Full-Hour NBC Special Projects Events,
To Spotlight Distant Peoples in Crisis and Leaders;
Will Be Filmed on Location for Telecast Next Year

A major new series of full-hour NBC Special Projects television events, in preparation for more than a year, will spotlight distant peoples in dramatic transition or crisis and the dedicated men and women who are trying to lead them into the 20th century or guide them safely through its convulsions.

The new venture, titled "Quest," was announced today by David Levy, Vice President, Programs and Talent.

Donald B. Hyatt, director of Special Projects, will be executive producer of the series, which is being developed for presentation next year. Each of the programs will be filmed on location.

"Quest" is the creation of Eugene S. Jones, a member of the Special Projects staff, who will be the producer. In the past 10 years, Jones has carried out a wide variety of award-winning programming assignments for NBC Television which have taken him many times around the world.

The "Quest" specials, Hyatt said, will range over primitive societies in some of the world's most remote and dangerous places, "some of them virtually Stone Age groups which must catch up with the rest of the world."

(more)

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(more)

Serving as guide for each "Quest" will be a dedicated man or woman who has forsaken the comforts of civilization to face daily peril and hardship to minister to the needs of a people whose past is dark and whose future is uncertain.

It is expected that these guides -- some of them world-famous, some all but unknown -- will inelude:

Betty Elliot, non-sectarian Christian missionary to the Stone Age Auca Indians in the jungles of Ecuador, whose husband was one of five young American missionaries killed by these same natives.

Santoch Banerjee, relief worker among the Tibetans driven from their homeland by Chinese Communists and now clustered along India's northeast frontier.

Eleanor Wilson, teacher and sailor who ministered to Pacific islanders displaced from their homes by nuclear tests.

Dr. Gordon Seagrave, famed "Burma Surgeon" of war and peace.

Gus Borgeest, who offers aid and shelter on the "Island of Hope" off the coast of Red China to those who continue to flee the mainland.

Wilfred Thesiger, who lives among the Bedu in the sands of Saudi Arabia.

Farley Mowat, who lives with the surviving remnants of the "Desperate People," a tribe of starving, migratory Eskimos in the Northwest Territory of Canada.

Mr. and Mrs. Wesley Sadler, young Americans whose efforts are creating written language for hundreds of thousands of African tribesmen in Northern Rhodesia.

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thousands of African tribesmen in Northern Rhodesia.

It is hoped that Dr. Albert Schweitzer will be filmed at his hospital at Lambarene in the new Gabon republic.

"This will be a series in the image of the highly-acclaimed 'Victory at Sea' and 'Project 20' series," Hyatt said. "It will be an actuality drama with real people in far-off places as its stars and with the diverse problems they face as its theme. Though all these stories may not yet have reached a conclusion, their message is one of hope and positive achievement. Each of the groups we will visit has been joined by an individual who has gone out to guide them and help them find their destiny -- a symbol of man's humanity to man."

And he added: "It seems to be a particularly appropriate programming venture at a time of broad technological advance into space. Our major problems and continuing crises still relate to man's failure to understand himself and his fellow-man."

A major musical personality will compose an orchestral score for each of the programs, which will be telecast at intervals in prime evening time.

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NBC-New York, 10/3/60

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MBG-New York, 10/3/60

NBC COLOR TELEVISION NEWS

October 3, 1960

HELEN HAYES AND FARLEY GRANGER TO HAVE DRAMATIC ROLES
ON 'BELL TELEPHONE HOUR' BASED ON LIFE OF TCHAIKOVSKY

- - -

Music and Ballet Stars Also on Colorcast Written by Arch Oboler

Helen Hayes and Farley Granger will appear in dramatic roles together on the "Bell Telephone Hour" colorcast of Friday, Nov. 25, on the NBC-TV Network (9-10 p.m. EST), in a special music and drama presentation of incidents in the life of Peter Ilyitch Tchaikovsky. All of the music on the program will be from the pen of that great composer.

Jane Powell, singing star of films, will be program hostess and will join singer Johnny Desmond performing a number of popular songs based on Tchaikovsky melodies. Pianist Grant Johannessen and violinist Michael Rabin will play movements from Tchaikovsky's piano and violin concertos. Ballet dancers Jacques D'Amboise and Lupe Serrano will dance a Pas de Deux from the ballet "Swan Lake." Donald Voorhees will lead the orchestra in orchestral music by the Russian master as well as accompany the soloists.

The story of Tchaikovsky's life is being written for the "Bell Telephone Hour" by the noted writer Arch Oboler.

This is a production of Henry Jaffe Enterprises. Barry Wood is executive producer.

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NBC COLOR TELEVISION NEWS

October 3, 1960

DONALD O'CONNOR BRINGS A BIG SPLASH (12,000 GALLONS OF WATER) AND GUEST STARS GALORE TO HIS NBC-TV SPECIAL TUESDAY, OCT. 11

More than 12,000 gallons of water splash from a fountain around agile Donald O'Connor as he turns and leaps in the lavish dance finale of NBC-TV Network's colorcast of "The Donald O'Connor Show" Tuesday, Oct. 11 (10-11 p.m. EDT).

This is one of several novelties in store for viewers when O'Connor and his guest stars -- Mitzi Gaynor, Andre Previn and Sidney Miller -- combine forces for a full-hour of dancing, songs and high comedy.

Donald opens the festivities with a solo, "Drum Dance."

Then Mitzi joins Donald for a vocal and dance arrangement of "All I Need Is the Girl" from the Broadway musical "Gypsy."

Donald next turns to comedy with a satire on panel-type TV programs which specialize in frank and soul-baring conversation.

Mitzi returns to sing and dance her version of the romantic ballad "I Should Care."

More comedy flares when Donald and Miller present a fast-paced "songwriters sketch," which poses the question: What would happen if the government was taken over by some great personalities of the entertainment world?

Next comes a medley of songs featuring Andre Previn and his trio playing "I Feel Pretty," Mitzi Gaynor singing "Nobody Else but Me,"

(more)

Donald singing "Foggy Day" and "Gypsy in My Soul," and then all the principals join in a grand "play-off" of tunes.

The finale is a production number, "A Man Chases a Girl," with O'Connor doing the chasing around a huge fountain and among many life-size statues, which eventually come to life.

* * *

CAST AND CREDITS FOR "THE DONALD O'CONNOR SHOW" COLORCAST OF OCT. 11

Time:	NBC-TV Network colorcast, Tuesday, Oct. 11 (10-11 p.m. EDT).
Starring:	Donald O'Connor
Also Starring:	Mitzi Gaynor, Andre Previn and Sidney Miller
Produced By:	Donald O'Connor
Directed By:	Greg Garrison
Written By:	Hal Goodman and Larry Klein
Songwriters Sketch By:	Sidney Miller and Mel Diamond
Music Conducted and Arranged By:	Andre Previn
Choreography By:	Louis Da Pron
Miss Gaynor's Solo Dance Choreographed By:	Eugene Loring
Assistant to Producer:	Stanley Poss
Assistant to Choreographer:	Deloris Blacker
Production Assistant:	Joyce Miller
Origination:	NBC's Color Studios, Burbank, Calif.
Sponsor (and Agency):	United States Brewers Foundation (J. Walter Thompson Company)
NBC Press Representatives:	Bill Faith (Hollywood), Al Cammann (New York)

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NBC-New York, 10/3/60

October 3, 1960

'KLONDIKE,' NEW ADVENTURE-DRAMA SERIES OF GREAT GOLD RUSH IN THE YUKON, WILL START OCT. 10 ON NBC-TV NETWORK

\- - -

Four Stars Head Cast of Weekly Programs

"Klondike," a new filmed adventure-drama series based on the great gold rush in the Yukon Territory at the turn of the century, will premiere on the NBC-TV Network Monday, Oct. 10 (9-9:30 p.m. EDT).

The weekly half-hour series, starring Ralph Taeger with Mari Blanchard, Joi Lansing and James Coburn as the four central characters, will be sponsored by R. J. Reynolds Tobacco Company. William Esty Company Inc. is the agency.

The locale of "Klondike," which is based on Pierre Berton's authoritative book, "The Klondike Fever," is the Canada-Alaska border of 1897-99 -- frenzied years in which gold-crazed prospectors lived a life of excitement and adventure in a struggle for the golden pay-dirt.

"Klondike" tells the story of four persons drawn to the Yukon Territory by the lure of riches and adventure. Mike Halliday (Ralph Taeger), the central character, is a tall, rugged youth filled with a love of danger and good times. Jeff Durain (James Coburn), a charming scoundrel, gets his gold from the free-spending prospectors after they make their strikes. The other two principals are Kathy O'Hara (Mari Blanchard), a shrewd and enterprising businesswoman, and Goldie (Joi Lansing), Durain's sweetheart and accomplice.

(more)

In the opening episode Oct. 10, "Klondike Fever," Halliday (Taeger) tangles with the man who is to become the dictator of Skagway, while aboard ship enroute to the Alaskan gold rush town. The apparently naive, Young Halliday moves into fast company when he out-maneuvers shrewd Duraine (Coburn) in a high-stakes poker game, then tries to attract Goldie (Miss Lansing). Fleeced of his savings by Duraine and Goldie, Halliday lands in Skagway to form a mutual defense pact with hotel owner Kathy O'Hara (Miss Blanchard) against the terrorist activities of Duraine and his gangsters.

The cast includes Carl Swenson as Judge Weinstock, Ray Teal as Augie Teejen, Sam Edwards as little Billie Leigh, Robert Tetrick as a henchman, Bob Bryant as big Jack Rollins, and Charles Reade as Sweeper.

"Klondike" will be produced by William Conrad, who also directed the premiere film, which Sam Peckinpah and Carey Wilber wrote. Various directors and writers will serve during the season.

The "Klondike" series was developed by Preston Wood, NBC Program Development Executive, and NBC's Program Development Unit. It is being prepared by Ziv-TV in association with NBC.

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NBC-New York, 10/3/60

PAUL TAUBMAN (OF NBC-TV NETWORK'S "DOUGH RE MI")
AND WALTER KIERNAN (OF NBC RADIO'S "MONITOR")
AID NEW YORK CITY'S "SALUTE TO FALL"

Paul Taubman, music director of the NBC-TV Network's "Dough Re Mi" musical game show, will produce and stage "Salute to Fall," a special New York City public event to be held in front of the New York Public Library (Fifth Avenue between 41st and 42nd Streets) Wednesday night, Oct. 5. Walter Kiernan, of NBC Radio's "Monitor" will be a narrator.

The show will consist of a musical panorama of highlights in the city's history from 1900 to the present. Appearing on the program with Taubman, who will conduct a 50-piece brass band, will be comedian Sid Caesar, bandleader Cab Calloway, tenor Thomas Hayward, baritone Earl Wrightson, Pat Rooney, the Radio City Music Hall dancers and others.

"Salute to Fall" is part of New York City's "Salute to Seasons" project. Co-chairmen of the project are Richard C. Patterson, Commissioner of the city's Department of Commerce and Public Events, and Anna Rosenberg, former Assistant Secretary of Defense.

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NBC-New York, 10/3/60

JACK TRACY
ROOM 320

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NBC COLOR TELEVISION NEWS

October 4, 1960

'MEET THE PRESS' TO DEVOTE 3 PROGRAMS TO SPLIT INTERVIEWS WITH PROMINENT REPUBLICANS AND DEMOCRATS

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Senators Morton and Jackson to Be Guests Oct. 23

"Meet the Press" will devote three programs before Election Day to split interviews with leading representatives of the Republican and Democratic parties, culminating in a full-hour presentation Sunday, Nov. 6.

The first of the three programs, on Sunday, Oct. 23, will feature Senators Henry M. Jackson (D.-Wash.) and Thruston B. Morton (R.-Ky.) -- chairmen, respectively, of the Democratic and Republican National Committees. Participants in the other two programs, on Oct. 30 and Nov. 6, will be announced later.

As previously announced, the "Meet the Press" program of Sunday, Oct. 9 will be an interview with Senator Lyndon B. Johnson, Democratic Vice Presidential candidate, and the Sunday, Oct. 16, program will be an interview with Senator John F. Kennedy, Democratic Presidential candidate. Republican running mates Richard M. Nixon and Henry Cabot Lodge appeared on "Meet the Press" programs in September.

(more)

Senator Johnson will be interviewed by Robert Abernethy of NBC News, Jack Steele of the Scripps Howard Newspapers, William S. White of United Features and Lawrence E. Spivak, producer and permanent panelist of "Meet the Press." Ned Brooks will moderate.

"Meet the Press," a Public Affairs presentation of NBC News, is colorcast on the NBC-TV Network 6 p.m. EDT (and broadcast on NBC Radio, except WNBC, as part of "Monitor," 6:30 p.m. EDT; WNBC time, 6:35 p.m. EDT).

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NBC-New York, 10/4/60

October 4, 1960

'THE CAMPAIGN AND THE CANDIDATES'

Senator Johnson and Mrs. Johnson to Be Interviewed Oct. 8

Senator Lyndon B. Johnson of Texas, Democratic Vice Presidential candidate, and his wife will be interviewed by NBC News correspondents on "The Campaign and the Candidates" Saturday, Oct. 8 over the NBC-TV Network (9:30-10:30 p.m. EDT).

Senator Johnson will be interviewed by Chet Huntley and David Brinkley in NBC's Washington studios. The 40-minute interview will be taped the afternoon of the telecast.

Frank McGee will interview Mrs. Johnson in the Johnsons' Washington home. This separate interview, about 15 minutes in length, will be taped the morning of the program.

The telecast will be produced by Lou Hazam and directed by Robert Priaulx.

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FROM THE NATIONAL BROADCASTING COMPANY
30 Rockefeller Plaza, New York 20, N. Y.

October 4, 1960

HAMMARSKJOLD'S REFUSAL TO QUIT AND KHRUSHCHEV AND NEHRU EXCERPTS IN "NBC SPECIAL REPORT--THE GENERAL ASSEMBLY"

Secretary General Dag Hammarskjold's address to the United Nations General Assembly, in which he rejected a demand for his resignation by Premier Khrushchev, was covered in an "NBC Special Report -- the General Assembly" on the NBC Television and Radio Networks yesterday (Monday, Oct. 3, 4-4:30 p.m. EDT).

The program also included taped portions of the speeches by Premier Khrushchev and by Indian Prime Minister Nehru, who defended UN policy in the Congo. NBC News correspondent Frank Bourgholtzer was anchorman on the program, which included interpretive reports by correspondents Joseph C. Harsch and Pauline Frederick.

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'GARROWAY TODAY SHOW' OFFERS POLITICAL REPORTS, U.N. HIGHLIGHTS

Paul Cunningham, special projects editor of NBC-TV's "Dave Garroway Today Show" (Monday through Friday, 7-9 a.m. EDT), gave an extensive appraisal of the political situation in the Midwest in a report from Minneapolis this morning (Tuesday, Oct. 4). The program also presented taped highlights of Monday's UN session.

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October 4, 1960

SIXTH SEASON OF 'FURY' ADVENTURE TELECASTS
STARTS ON NBC-TV SATURDAY, OCT. 8

"Fury," the award-winning adventure series about a boy and his horse, starts its sixth season on the NBC-TV Network Saturday, Oct. 8 (11 a.m. NYT).

The series of re-run dramas is sponsored on alternate weeks by the National Biscuit Company (through Kenyon & Eckhardt Inc.) and Miles Laboratories (through Wade Advertising Inc.).

In the Oct. 8 story, entitled "The Horse Nobody Wanted," Joey (Bobby Diamond) and Pee Wee (Jimmy Baird) train Fury, the black stallion, for a circus act to save an old show horse from the glue factory. The boys plan to set the old horse free on the range and release its veteran trainer, who had been jailed as a horse thief for trying to prevent the animal's destruction. Also appearing regularly are Peter Graves as Jim, Joey's guardian and owner of Broken Wheel Ranch, and William Fawcett as Pete, the foreman. Another regular to be seen during the season is Roger Mobley as Packy.

Among the awards won by "Fury" since it started on NBC-TV on Oct. 15, 1955, have been citations from the Junior Achievement Program, U. S. Civil Defense Organization and the United Community Funds.

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CREDITS FOR 'FURY' ON THE NBC-TV NETWORK

Time:	NBC-TV Network, Saturdays, 11-11:30 a.m. NYT; sixth season starts Oct. 8, 1960
Format:	Repeat episodes from the outdoor adventure series about a boy, Joey, and his horse, the black stallion Fury.
Stars:	Bobby Diamond as Joey; Peter Graves as Jim, his guardian and owner of Broken Wheel Ranch; and William Fawcett as Pete, the foreman. Early stories feature Jimmy Baird as Pee Wee, later stories feature Roger Mobley as Packy.
Packager:	Independent Television Corporation
Sponsors (and Agencies):	National Biscuit Company (through Kenyon & Eckhardt Inc.) and Miles Laboratories (through Wade Advertising Inc.).
Original Starting Date:	Oct. 15, 1955
NBC Press Representative:	Stan Appenzeller (New York)

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NBC-New York, 10/4/60

October 4, 1960

Attention, Sports Editors

SPOTLIGHT ON PRO BASKETBALL

37-Game NBA Schedule Will Be Telecast
By NBC-TV Network in 1960-61 Season

A 37-game schedule of professional basketball games which the NBC-TV Network will televise nationally on Saturday and Sunday afternoons during the 1960-61 season has been announced by Maurice Podoloff, president of the National Basketball Association, and Tom S. Gallery, NBC Sports Director.

Mr. Gallery also announced that sportscaster Bud Palmer would be the courtside commentator during the Fall months.

This will be the seventh consecutive year that NBC-TV is televising pro basketball. Lou Kusserow will produce the telecasts, with Ted Nathanson and Harry Coyle as directors.

The 37-game TV schedule includes 28 regular-season contests, eight playoff tilts and a pre-season exhibition opening the series Saturday, Oct. 15. This game pits the Cincinnati Royals and their sensational rookie, Oscar "Big O" Robertson, against the St. Louis Hawks at the Indianapolis Fairgrounds Coliseum.

The first regular-season game to be televised will have the Royals playing hosts to the New York Knickerbockers Saturday, Oct. 22. The first Sunday telecast will be on Jan. 8 when the NBA champion Boston Celtics visit the St. Louis Hawks.

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There will be 23 Saturday telecasts from Oct. 15 through April 8 (skipping Dec. 17, Dec. 31 and Jan. 7 when NBC-TV will be televising post-season football games), and 14 Sunday telecasts from Jan. 8 through April 9.

Four teams in the league -- Syracuse, Philadelphia, Detroit and Los Angeles -- each will have four home games televised during the season. There will be three games originating in each of the other four cities -- New York, Boston, Cincinnati and St. Louis.

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NBC-New York, 10/4/60

FACT SHEET ON NATIONAL BASKETBALL ASSOCIATION TEAMS ON NBC-TV NETWORK'S 1960-61 SCHEDULE

TEAM	NICKNAME	COACH	TOP STARS LAST SEASON	TOP ROOKIE	HOME COURT
Boston	Celtics	Arnie Auerbach	Bob Cousy Bill Russell	Tom Sanders	Boston Garden
Cincinnati	Royals	Charley Wolf	Jack Twyman	Oscar Robertson Bob Boozer	Cincinnati Gardens
Detroit	Pistons	Dick McGuire	Gene Shue	Jackie Moreland	Olympia Stadium
Los Angeles	Lakers	Fred Schaus	Elgin Baylor	Jerry West	Los Angeles Sports Arena
New York	Knickerbockers	Carl Braun	Richie Guerin	Darrall Imhoff	Madison Square Garden
Philadelphia	Warriors	Neil Johnston	Wilt Chamberlain Paul Arizin	Bill Kennedy	Convention Hall
St. Louis	Hawks	Paul Seymour	Bob Pettit Cliff Hagan	Len Wilkens	Kiel Auditorium
Syracuse	Nationals	Alex Hannum	Dolph Schayes	Swede Halbrook	War Memorial Auditorium

* * *

"PROJECT 20" PRODUCTION OF "MARK TWAIN'S AMERICA"
WINS THIRD INTERNATIONAL TRIBUTE

The NBC-TV "Project 20" production of "Mark Twain's America" was a top prize-winner at the International Film Festival of Cork, Ireland, this week.

This is the third international accolade for the program, which won a special jury diploma at the Venice Grand Prix and was honored with a special showing at the Edinburgh Film Festival. The program, which used the still-pictures-in-motion techniques developed in the "Project 20" production of "Meet Mr. Lincoln" last year, was telecast by NBC April 22, 1960. Donald B. Hyatt, director of NBC Special Projects, was the producer-director.

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NBC-New York, 10/4/60

"PROJECT 20" PRODUCTION OF "MARY MARTIN'S AMERICA"

WINS THIRD INTERNATIONAL AWARD

PR-14

JACK TRACY
ROOM 320

ROM THE NATIONAL BROADCASTING COMPANY
irty Rockefeller Plaza, New York 20, N. Y.

ROBERT W. SARNOFF ANNOUNCES PLANS FOR ADOPTION OF "THE GREAT DEBATE" TECHNIQUE BY NBC'S OWNED TV AND RADIO STATIONS FOR MAJOR LOCAL CONTESTS

SAN FRANCISCO, Oct. 5 -- Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company, today announced plans for adoption of "The Great Debate" technique by NBC's owned television and radio stations to present candidates in major local political contests in the areas they serve.

In an address before the San Francisco Advertising Club, Mr. Sarnoff urged that current suspension of legal barriers to televised debate between candidates for national office be made permanent and extended to state and local contests. Meantime, within legal limitations, he said, NBC will carry forward the debate technique in local pilot projects this month in New York, San Francisco and Los Angeles.

In New York, he said, WNBC and WNBC-TV will offer an opportunity for debate to John Lindsay, Republican incumbent, and William Vanden Heuvel, Democrat, the contenders "in what is usually the city's most closely watched and hotly contested Congressional District -- the 17th or so-called 'Silk Stocking' district of Manhattan."

Mr. Sarnoff also announced that NBC's New York stations plan a series of local debates on political issues between outstanding party spokesmen who are not themselves candidates. "On this series entitled

(more)

'The New York Debate,'" he said, "we hope to pit against each other such figures as Robert Kennedy and Leonard Hall, Governor Rockefeller and Governor Ribicoff, Averell Harriman and Thomas E. Dewey."

In San Francisco (on KNBC) and in Los Angeles (on KRCA and KRCA-TV), outstanding spokesmen will be invited to debate the controversial state-wide proposition to supply water to Southern California by building $1.75 billion worth of dams in the Northern part of the state.

He pointed out that these projects would not impose the burden of Section 315 of the Communications Act -- the so-called "equal-time" law -- since the New York Congressional election involves only two nominees and the California contest is one of issues rather than candidates. If and when this legal burden is removed, Mr. Sarnoff said, all of NBC's owned stations will present regular debates between candidates for major offices in the areas they serve. NBC owns television and radio stations in New York, Chicago, Philadelphia and Washington, a television station in Los Angeles and radio stations in San Francisco and Pittsburgh.

It was the temporary lifting of the equal-time provision as it applies to the Presidential and Vice Presidential candidates in the current campaign that made possible "The Great Debate." Without such suspension, broadcasters would be compelled to give equal time to all minor and splinter party candidates.

"The limited suspension of Section 315 places on trial the responsibility with which our medium can use this new opportunity to fulfill its potential in the public interest," Mr. Sarnoff said.

"By performing its job of journalism with skill and fairness, broadcasting is demonstrating its unique ability to bring politics home to the public. In doing so, it is more than meeting the test imposed

by the temporary and limited suspension of Section 315. Its borrowed freedom should be made permanent -- not as a benefit to broadcasting, but for the benefit of the public. When this is done, 'The Great Debate' will become a lasting political institution that will reinforce the vigor of our country's democratic heritage in the challenging years ahead."

What is at stake in removing the equal-time restriction, he argued, is "the freedom of expression that we believe the Constitution assures broadcasting as a medium of journalism." He said that any curb on freedom of broadcasting is really a curb on freedom of the press.

"The bond between broadcasting and the press," he added, "was never more vividly brought home than by two bills introduced in the House of Representatives a month or so ago. One bill would require newspapers to give equal space to all political candidates; the other would require every newspaper to file with the Postmaster General and publish a periodic report on how much space it has devoted to each political candidate and party. Even the possibility of such legislation must be appalling to every American who values freedom. Yet if these identical restrictions can be maintained against television and radio, their extension to other media is also frighteningly logical."

Reviewing the background of "The Great Debate," Mr. Sarnoff labeled as a misconception the idea that these unprecedented broadcasts could be called "free time" and equated with the programs that an abandoned bill would have compelled broadcasters to turn over to the candidates.

(more)

Instead, he explained, these broadcasts are "an exercise of broadcast journalism in which the candidates have agreed to appear within a framework calculated to stimulate a dignified, genuinely informative airing of their views, and to test those views against each other."

Mr. Sarnoff acknowledged some objections that the format of the broadcasts was not really that of a debate. "Indeed," he said, "it may not fulfill the traditional conception of a debate. Yet I believe it is serving the public more effectively than the classic debating format might have done: it is a disciplined, clear-cut method of pitting the candidates' arguments against each other -- which is, after all the quintessence of debate -- while minimizing the formalities and flourishes that debaters are prone to indulge in at the expense of the issues themselves."

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NBC--10/5/60

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[illegible]."

ROM THE NATIONAL BROADCASTING COMPANY
irty Rockefeller Plaza, New York 20, N. Y.

IT WASN'T A BROADCASTER WHO THOUGHT UP "THE GREAT DEBATE";
IT WAS THE LATE BLAIR MOODY, ROBERT W. SARNOFF RECALLS

SAN FRANCISCO, Oct. 5 -- Who thought up the idea of "The Great Debate" on television?

"I must confess," Robert W. Sarnoff, Chairman of the Board of NBC, told the San Francisco Advertising Club today, "that as far as I can determine, the first proposal for televised debate between the Presidential candidates did not come from a broadcaster.

"In July, 1952, the idea was put forward by Blair Moody, for many years the Washington correspondent of the Detroit News and at that time a U. S. Senator from Michigan. It was an idea that quickly seized the imagination of broadcasters."

Mr. Sarnoff recounted that NBC promptly acted on Mr. Moody's idea by wiring both 1952 candidates that its facilities would be available for such debates. This offer was declined, he said, and it quickly developed that the "equal-time" law would have blocked the project in any case.

Blair Moody, who died in 1954, was appointed to the Senate in 1951 to fill out an unexpired term and defeated in the election of 1952. He had worked in Washington for the Detroit News from 1933 until his appointment.

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Address by Robert W. Sarnoff
Chairman of the Board
National Broadcasting Company, Inc.
San Francisco Advertising Club
San Francisco, California
October 5, 1960

"BEHIND THE GREAT DEBATE"

Thank you for this opportunity to speak to you and to visit San Francisco. Your city, of course, has been one of the homes of the National Broadcasting Company for 34 years. I hope, before very long, we will be represented here not only by KNBC-AM and FM but by our own television station as well.

San Francisco holds special significance for any television broadcaster as the site of one of the historic moments in the development of our medium. It was here, a little more than nine years ago, that we originated television's first coast-to-coast broadcast -- the beginning of truly national network television. When President Truman spoke over our facilities from the Japanese Peace Treaty Conference, he blazed a trail that has since led to the greatest single medium of national communication.

This fall television has achieved another major milestone -- a development that creates a valuable precedent not only for this young medium but for our nation and its political life. For the first time, the two major candidates for the Presidency of the United States are meeting face to face in a systematic effort to exchange views on the great issues of the day. They are meeting before a forum as large as the American electorate itself -- an audience far larger than any Presidential candidate has been able to reach before.

(more)

[illegible] by Robert W. Burnett
[illegible]man of the Board
[illegible]ational Broadcasting Company, Inc.
[illegible] Francisco Advertising Club
[illegible], San Francisco, California
[illegible]October 5, 1960

[illegible]

Thank you for this opportunity to speak to you and to visit San Francisco. Your city, of course, has been one of the homes of the National Broadcasting Company for 34 years. I hope, before very long, it will be represented here not only by KPIX-TV and KGO but by our own television station as well.

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This "Great Debate" is an event that concerns all of us as citizens, and especially those of us with a stake in broadcasting. Therefore, I would like to explore it with you today, to examine how it came about, why it did not occur sooner, and what it augurs for the future in broadcasting as well as politics.

The famous Lincoln-Douglas Debates in 1858 have been cited as a precedent for the current encounters. However, there are fundamental differences. The former took place not during a Presidential campaign but when the two rivals were running for the office of United States Senator from Illinois. There were seven Lincoln-Douglas debates in all, each in a different Congressional district. Each lasted three hours. The first speaker took an hour to make his case, yielded to his opponent for an hour and a half and then spoke for the remaining half hour, thus enjoying the advantage of having the last word as well as the first. Since the debates were Lincoln's idea and held as the result of his challenge, Stephen Douglas seized the advantageous position in four of the seven encounters. In those days, candidates took a more casual view of the ground rules under which they met.

Lincoln and Douglas drew big crowds for the time and place -- upwards of 15,000 in some places, though they attracted only 1,500 in the town of Jonesboro. Except for the newspapermen and party workers who followed them, no one heard more than one of the debates. Yet this hardly mattered since the debaters concentrated everywhere on the burning issue of slavery and, as a result, they kept repeating themselves. Thus the average person lucky enough to attend managed to hear only one debate lasting three hours -- somewhat less than the time all Americans can spend listening to the arguments of Vice President Nixon and Senator Kennedy in their four joint sessions on the air.

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It is a fascinating fact that, despite the distinguished example of Lincoln and Douglas more than 100 years ago, there is no precedent in any Presidential campaign for the kind of encounter that Senator Kennedy and Vice President Nixon undertook last week and will resume the day after tomorrow -- on the anniversary, incidentally, of the Lincoln-Douglas debate at Galesburg.

Why has there been no such encounter between Presidential candidates before? One reason undoubtedly lies in the attitude of candidates themselves -- an unwillingness to risk the hazards of debate or a reluctance on the part of a better established candidate, such as a Presidential incumbent, to help draw larger audiences for his opponent. But a more pertinent reason, I believe, is that until recently there has been no medium which, by its ability to bring both living images and words instantaneously to the whole nation, makes such encounters so logical and compelling. The existence of network television creates not only the opportunity but a strong incentive for face-to-face discussion by the Presidential nominees before the whole nation.

This incentive made itself felt soon after television had become a national medium. I must confess that, as far as I can determine, the first proposal for televised debate between the Presidential candidates did not come from a broadcaster. Yet, appropriately enough, it originated with a man whose career embraced journalism and politics. In July, 1952, the idea was put forward by Blair Moody, for many years the Washington correspondent of the Detroit News and at that time a United States Senator from Michigan. It was an idea that quickly seized the imagination of broadcasters. Soon thereafter, NBC

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became the first network to try to adopt it. We wired both candidates, General Eisenhower and Governor Stevenson, that our television and radio facilities would be available for such debates.

This offer was declined. Yet it became increasingly clear that it would have been frustrated in any event. It would have run afoul of a legal stumbling block which deprived the American public of the full potential of broadcasting's unique power to inform.

The stumbling block was Section 315 of the Communications Act, which, while having the avowed purpose of assuring fairness by broadcasters in presenting opposing candidates, ironically, has had the effect of discouraging the broadcaster from presenting any candidate.

The reason is simple. Until the present campaign, if a broadcaster wanted to offer an opportunity for discussion by the major-party candidates for President and Vice President, the law said he had to offer equal time to every legally qualified candidate for those offices. In a modern Presidential campaign, there are a dozen-odd Presidential candidates, plus their running mates -- and some of them are very odd indeed. To require hour upon hour to be devoted to the often quixotic antics of little known candidates; to require this so that the public might listen for just one hour to the candidates in whom they are really interested, is clearly a price too heavy for the public, the broadcasters and common sense to bear.

During the prelude to the last two Presidential campaigns, Dr. Frank Stanton of CBS and I, as well as other broadcasters, urged that the obstacle of Section 315 be set aside to give the public the full benefit of broadcasting's free exercise of its function as a medium

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of journalism. In 1956, for example, NBC, along with others, supported legislation that would have modified the effects of Section 315. I pledged that if it were adopted, NBC would offer appropriate opportunities on the air to the major candidates. Nevertheless, the legislation failed to pass.

Broadcasting's frustrating position under the so-called equal-time provision grew even worse before it was to grow better. In February, 1959, in the Lar Daly case, the Federal Communications Commission ruled that even if a candidate merely appeared in the course of regular news coverage, equal time had to be granted his opponents, under the law as then written. Such a requirement, if allowed to stand, would have rendered impossible effective broadcast coverage of the recent conventions and the current campaign. It touched off a national outcry and brought the equal time provision under a new Congressional reappraisal for which broadcasters had campaigned so long.

But action from Congress came slowly and haltingly. Late last year, as a direct result of the Lar Daly ruling, limited progress was made with the passage of an amendment lifting the "equal time" requirement only in connection with candidates' appearances in news and regularly scheduled news interview programs. However, it failed to include debates, despite the urging of broadcasters. Early this year, in what many regarded as a cure worse than the ill, legislation was proposed which would have seized eight hours of television time from each network to turn over to each major Presidential candidate, as a gift, to use as he desired. Happily, this legislation was abandoned, and just before Congress recessed in August, a joint

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resolution was passed suspending the "equal time" restriction for this campaign only -- and only as it affects candidates for President and Vice President.

At each of these stages, broadcasters were quick to seize the opportunity to bring their case to the public and to protect the position of broadcasting as a medium of the free press.

In April, on the basis of last year's amendment exempting news interview programs from the "equal time" requirement, NBC offered to present the major Presidential nominees jointly in a series of eight hour-long editions of "Meet the Press." Under then existing law, this was the only feasible way of presenting the candidates on the air in a face-to-face exchange of views.

We at NBC are gratified that this offer and the good faith it reflected played some part in eliminating the proposed legislation that would have arbitrarily appropriated a substantial amount of television time and facilities from broadcasters. The House sponsor of this legislation, Congressman Stewart Udall of Arizona, graciously informed me that he was withdrawing his bill as superfluous upon learning of the NBC proposal to present the candidates together in a regular interview series. And the identical Senate bill was not submitted to a vote.

It was, instead, the joint resolution suspending the equal time requirement for this campaign, with respect to the Presidential and Vice Presidential candidates, that finally made possible broadcasting's current "Great Debate." At the moment that the Republican Convention nominated Mr. Nixon for President, a week after Mr. Kennedy had won the Democratic nomination, we dispatched invitations by telegram to both candidates inviting them to take part in a special series of programs as originally proposed on the NBC Television and Radio Networks, to be called "The Great Debate." To the credit of both, they were quick to accept.

I should like to nail some misconceptions about these unprecedented broadcasts. Because they are being presented at no cost to the political parties, some observers have mislabeled them "free time" and equated them with the programs that the abandoned legislation would have compelled broadcasters to put on the air. Most emphatically, they do not represent a donation of free time to the candidates. They are rather an exercise of broadcast journalism in which the candidates have agreed to appear within a framework calculated to stimulate a dignified, genuinely informative airing of their views, and to test those views against each other.

The implementation of this framework was left for the candidates to develop through their own representatives in consultation with the networks. It was the candidates' decision to engage in four of these broadcasts; the networks had offered as many as eight.

Two formats have resulted from the collaboration between the candidates and the networks. Both entail the use of experienced newsmen whose questions are intended to spotlight the issues and place the candidates' positions in sharp focus. When this technique was announced, we heard some objections that it did not truly represent a debate and that it would somehow shortchange the public. Indeed, it may not fulfill the traditional conception of a debate. Yet I believe it is serving the public more effectively than the classic debating format might have done: it is a disciplined, clear-cut method of pitting the candidates' arguments against each other -- which is, after all, the quintessence of debate -- while minimizing the formalities and flourishes that debaters are prone to indulge in at the expense of the issues themselves.

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Another misconception that the arrangements for these programs served to spread is of special interest to the advertising profession. It is the antiquated notion that a so-called public service program is not a public service if it is sponsored. By this odd reasoning, a broadcaster cannot serve the public unless he loses money.

Actually, a broadcaster's entire program schedule is a service to the public, and for that reason, I believe it is misleading to designate any particular program category as public service. What is usually meant by this designation, of course, is a program of an informational or educational character. Only last summer an FCC policy statement rebutted the old fallacy that an unsponsored program has special merit.

To maintain, as some people still do, that certain programs should not be sponsored is a disservice not only to broadcasting but to the viewing and listening public. Perhaps the most encouraging development in broadcasting in the last year or two is the dramatic upsurge in news and public affairs programming. It was recently estimated that, not counting special broadcasts arising from the election campaign, the United Nations and unpredictable news developments, there will be twice as many network news and public affairs programs in prime evening time this season as last. Apart from the impetus of our times, and the initiative of broadcasters, this growth has been stimulated by a trend toward sponsorship of such programs by far-sighted advertisers in the front rank of American industry. This is a trend to be encouraged, not undermined by an archaic view which seeks to place certain programs off limits to advertisers.

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That is why we at NBC saw no more objection to appropriate sponsorship of the Kennedy-Nixon broadcasts than to the sponsorship already found acceptable for the Presidential inauguration or, indeed, the current sponsorship of various network programs in which the candidates themselves are appearing. However, after one network publicly opposed any sponsorship of "The Great Debate," the question was foreclosed.

Perhaps some of those who resisted the possibility of sponsorship may retain traces of an ancient genteel distaste for advertising. May I remind you that advertising of any kind once had difficulty finding its way into the columns of the press. It took 25 years from the founding of England's first newspaper in 1622 for the first advertisement to appear; and it was almost 20 years later when the London Gazette decided to segregate its advertising in a special supplement, which it described as devoted to ads about books, medicines and -- here I quote -- "other things not properly the business of a Paper of Intelligence."

We have come a long way since then. Advertising has earned a place as a vital constructive force in our society. Yet today advertising is under attack, perhaps as never before. To suggest that it is inadmissible in any undertaking of a medium that it supports is a form of surrender to that attack. At the same time, we cannot pretend for a moment that advertising is free of sins and shortcomings.

Let us face the fact squarely that all of us who are engaged in advertising can do much to enhance its acceptability, as well as its effectiveness, by the taste and responsibility we exercise in carrying out our jobs. The profession can take some satisfaction in its recent efforts to raise advertising standards; we in broadcasting

have also been striving to safeguard against excesses and impropriety and to encourage good taste. All of us must keep at it.

Along with this continuing test of responsibility, broadcasters today face a special challenge growing out of the chance we have been given to present the Presidential and Vice Presidential candidates. The resolution suspending Section 315 in this campaign places us under special scrutiny by the FCC, which must pass judgment on how fairly and conscientiously we fulfill our opportunity. Congress will be watching closely as well; so will our colleagues of the print media and, most important, so will the American public.

What is at stake is nothing less than the freedom of expression that we believe the Constitution assures broadcasting as a medium of journalism. Broadcasters chafing under the restrictions of Section 315 have long warned that any curb on freedom of broadcasting is really a curb on freedom of the press. This bond between broadcasting and the press was never more vividly brought home than by two bills introduced in the House of Representatives a month or so ago. One bill would require newspapers to give equal space to all political candidates; the other would require every newspaper to file with the Postmaster General and publish a periodic report on how much space it has devoted to each political candidate and party. Even the possibility of such legislation must be appalling to every American who values freedom. Yet if these identical restrictions can be maintained against television and radio, their extension to other media is also frighteningly logical.

The limited suspension of Section 315 places on trial the responsibility with which our medium can use this new opportunity to fulfill its potential in the public interest. By that token, it is

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also a test of whether the "equal time" restriction should be permanently lifted; and whether broadcasting should be freed of this restriction not only in a Presidential campaign but across the board.

We are in the process of fashioning a powerful new instrument of democracy. It is an instrument ideally suited to overcoming the barriers of bigness -- the vastness of the country and our rapidly growing population -- and giving all of us a sense of intimate political contact that a voter in Illinois could experience 102 years ago at a Lincoln-Douglas debate. It is an instrument no less suited to modern local self-government than to a national election campaign.

I am sure that by the time this campaign is over, broadcasting's record of performance will demonstrate its fairness and responsibility; and I earnestly hope that it will be freed to operate fully in all phases of the political process, whether in national, state or local contests.

If and when the remaining barriers of Section 315 are removed, NBC will extend the technique of "The Great Debate" to the television and radio stations we own, for presenting the candidates and issues in political contests of particular interest in their areas. In the meantime, and as a token of our confidence in the service we can perform, we are undertaking pilot projects this month to test the political debate technique in broadcasting at the local level in San Francisco, Los Angeles, and New York.

In each of these cities, political contests are being conducted that would not impose the burdens of presenting a multitude of candidates under Section 315. In New York, our stations WNBC and WNBC-TV will offer an opportunity for debate between John Lindsay, the Republican incumbent, and William Vanden Heuvel, the Democratic

challenger, in what is usually the city's most closely watched and hotly contested Congressional District -- the 17th or so-called "silk stocking" district of Manhattan.

NBC's New York stations also plan a series of local debates of political issues between outstanding party spokesmen, who are not themselves candidates and therefore do not come under Section 315. In this series, entitled "The New York Debate," we hope to pit against each other such figures as Robert Kennedy and Leonard Hall, Governor Rockefeller and Governor Ribicoff, Averell Harriman and Thomas E. Dewey.

Here in San Francisco on KNBC, as well as in Los Angeles on KRCA and KRCA-TV, we plan to experiment in a somewhat different direction. In seeking a compelling contest of sufficiently broad interest, we have found a highly controversial one -- not between candidates but over a single issue. That is the fight over the State-wide proposition to supply water to Southern California by building 1 3/4 billion dollars worth of dams in the northern part of the state. We hope to enlist an outstanding spokesman for each side in a thorough-going airing of this highly important local issue.

Arrangements are going forward to put these plans into effect while we move ahead with "The Great Debate" on a national scale. This is a momentous period for broadcasting and in the life of the nation. Even after only one of the broadcasts in "The Great Debate" series, it has been widely recognized that television and radio are bringing voters a new perspective in their critical task of selecting a President. As Jack Gould wrote in last Sunday's New York Times, "Overnight...there was born a new interest in the campaign that earlier had been productive of coast-to-coast somnolence."

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By performing its job of journalism with skill and fairness, broadcasting is demonstrating its unique ability to bring politics home to the public. In doing so, it is more than meeting the test imposed by the temporary and limited suspension of Section 315. Its borrowed freedom should be made permanent -- not as a benefit to broadcasting, but for the benefit of the public. When this is done, "The Great Debate" will become a lasting political institution that will reinforce the vigor of our country's democratic heritage in the challenging years ahead.

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JAMES B. FAICHNEY, NOTED PRODUCER, WRITER AND DIRECTOR,
JOINS CREATIVE PROJECTS, NBC NEWS AND PUBLIC AFFAIRS

- - -

Is Assigned to Develop Programs in New 'Victory' Series

James B. Faichney, producer, writer and director of many award-winning films for television and motion pictures, has joined Creative Projects, NBC News and Public Affairs, and has been assigned to develop programs in the new "Victory" series on U. S. defense activities.

This series -- covering space, land, sea and air -- is being planned for presentation on the NBC-TV Network starting in the Fall of 1961. It will be produced with the full cooperation of the U. S. Department of Defense, as well as other government agencies and pertinent civilian sources.

Mr. Faichney was associate producer of the "Air Power" series on the CBS-TV Network, for which he received a Department of the Air Force "exceptional civilian service award." He also produced the "Air Age" programs leading off "The Twentieth Century" series on CBS-TV. These programs won Peabody and Sylvania Awards in 1957, and Mr. Faichney was cited for "outstanding creative television programming."

Irving Gitlin, Executive Producer, Creative Projects, said Mr. Faichney's experience on these programs as well as his work with the U. S. Army and the Atomic Energy Commission make him "singularly well-qualified to develop programs on the broad spectrum of defense efforts that 'Victory' will cover."

A veteran of 25 years in film work, Mr. Faichney was an editor and director of industrial films for Pathe News and an editor, writer and director of RKO-Pathe short subjects before World War II.

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During the war, as a captain in the Army, he was in charge of all motion picture public information, security and review for the War Department. He supplied NBC News, then the only network television news operation on the air, with all its Army and Air Force news film.

In the period immediately after the war, he wrote, produced and directed industrial films, served as motion picture consultant to the Atomic Energy Commission and produced some experimental films for television. From 1950 to 1954, when he joined CBS, he was an executive producer for the State Department and, later, the U. S. Information Agency -- responsible for production supervision of all motion pictures utilized in the international information program.

During the past two years he has been a free-lance director of television, industrial and information films including "The Most Rewarding Law," a recruiting film for the Army; "The Armored Force on a Nuclear Battlefield," an Army training film; and classified motion pictures on electronic missiles for the Army and the Raytheon Corporation.

Among his other award-winning films are "Shipbuilders of Essex," which he wrote and edited, and "In Defense of Peace," which he produced. The former received a Venice Film Festival Award and the latter a Berlin Film Festival Award.

Mr. Faichney was born in Yonkers, N. Y. He is married to the former Jean Davis. They live in Hicksville, N. Y., with their three sons.

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NBC-New York, 10/5/60

Mgo-Mgr Week 10/17/50

POLITICAL FEATURES OCCUPY MAJOR PART
OF DAY'S "DAVE GARROWAY TODAY SHOW"

Mrs. Lyndon B. Johnson, campaigning wife of the Democratic Vice Presidential candidate, talked about the grueling pace she has set in working for her husband, in an interview with Dave Garroway this morning (Wednesday, Oct. 5) on NBC-TV's "Dave Garroway Today Show." Politics occupied the major portion of the day's 7-9 a.m. EDT program. Martin Agronsky, who has been canvassing Southern states which voted Republican in 1956, reported on the political picture in Tennessee.

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NBC-New York, 10/5/60

CREDITS FOR 'KLONDIKE' ON NBC-TV NETWORK

Program:	"Klondike"
Time:	NBC-TV Network, Mondays (9-9:30 p.m. NYT) starting Oct. 10. First episode title, "Klondike Fever."
Starring:	Ralph Taeger as Mike Halliday
With:	Mari Blanchard as Kathy O'Hara, Joi Lansing as Goldie and James Coburn as Jeff Durain
Format:	Filmed adventure-drama series set against the background of the Yukon Territory during the last great gold rush of 1897-99, based on Pierre Berton's authoritative book, "The Klondike Fever."
Cast (First Episode Oct. 10)	Carl Swenson as Judge Weinstock, Ray Teal as Augie Teejen, Sam Edwards as Little Billie Leigh, Robert Tetrick as the henchman, Bob Bryant as Big Jack Rollins, Charles Reade as Sweeper, Bill Catching as Champ, John Thye as the bystander, Troy Melton as the miner and Marx Hartman as the prospector
Producer:	William Conrad
Director:	Various (William Conrad, first episode)
Writers:	Various (Sam Peckinpah and Carey Wilber, first episode)
Director of Photography:	Monroe Askins
Production Manager:	Joe Wonder
Art Director:	Jack T. Collis
Assistant Director:	Bert Glazer

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CREDITS FOR 'KLONDIKE' ON NBC-TV MONDAY:

NBC-TV Network, Monday (9-9:30 p.m. MST) starting Oct. 10. First episode title, "Klondike Fever."

Major Yeager as Mike Hallidey

Meri Diamond as Marty O'Hara, a girl hunting an Arctic air Tamer Coburn as Jeff Durand

Retired riverboat-steam series cat against the background of the Yukon Territory during the last great gold rush of 1897-99, based on

Klondike Fever."

Carl Swenson as Judge Wetherbee Ray Teal as Angie Terjen, Sam Edwards as Little Billie Haigh, Robert Terrock as the Ironman, Bob Bryant as Pig-Jack Hollins, Charles Wade as Sweeper, Bill Catching as Sheep, John Mye as the Typewriter, Troy Melton as the mayor and Mark Harman as the prospector

William Conrad

Various (William Conrad, first episode)

episode)

Joe Moore

Jack T. Colla

Dri Sleep-

Film Editor:	John B. Woelz
Music Editor:	Milton Lustig
Special Theme Music By:	Vic Mizzy and Mann Curtis
Filmed By:	ZIV Productions in association with NBC-TV
Sponsor (and Agency):	R. J. Reynolds Tobacco Company (William Esty Co. Inc.)
NBC Press Representatives:	Al Cammann, New York, and Don Jones, Hollywood

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NBC-New York, 10/5/60

PR-14

JACK TRACY
ROOM 320

OM THE NATIONAL BROADCASTING COMPANY
ty Rockefeller Plaza, New York 20, N. Y.

October 6, 1960

The National Broadcasting Company issued the following statement today:

Information which came into NBC's possession yesterday indicates that NBC and Ralph Edwards were the victims of a carefully planned hoax in connection with the THIS IS YOUR LIFE broadcast of May 4, 1960.

The chief perpetrator of the hoax, Mrs. Betty Hahn -- who was the subject of the program -- confessed her role in the deception to Mr. James A. Stabile, NBC's Vice President of Standards and Practices,in an October 5 interview lasting several hours.

In this interview, Mrs. Hahn admitted that she had maintained a dual personality in her dealings with the Ralph Edwards producing organization. Posing as a social worker under the assumed name of "Elizabeth Short" she suggested to the Edwards organization that Pauline Hahn, an actress (actually her own daughter) would be a worthwhile subject for the program.

In making the proposal, she outlined Pauline Hahn's history and the efforts which Miss Hahn's mother -- Betty Hahn -- had made to further Pauline's personal and theatrical career. On the basis of this proposal, the Edwards organization suggested to "Elizabeth Short" that Pauline's mother, Betty Hahn, would be a more appropriate subject for the program. Mrs. Hahn, continuing to pose as "Elizabeth Short," then concocted a scheme to appear on the program.

According to Mrs. Hahn, others acquainted with the family circumstances participated in the deception. However, many of the

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persons who appeared on the program were unaware of Mrs. Hahn's dual role. Mrs. Hahn readily admitted that no one at NBC or in the Ralph Edwards organization was aware of her double identity, or that the program was anything other than what it purported to be.

The interview with Mrs. Hahn took place after publication in the press of news stories concerning recent developments in a law suit which her husband, Abraham Hahn, had instituted against NBC last July for defamation and invasion of right of privacy.

NBC's first information that Mr. Hahn was making a claim was contained in a letter received several weeks after the broadcast which stated only that Mr. Hahn's name and picture had been used on the program without his consent. An inquiry into the background of this claim revealed the following:

1. The Ralph Edwards organization relied on the facts as to Mrs. Hahn's life, as they were depicted on the program, on the basis of interviews with friends and members of the family.

2. Mr. Hahn had expressed his willingness to appear on the program up to within one day of its actual recording, when he notified the Edwards office that, because of a foot injury, he would be unable to participate in the telecast.

3. At no time did Mrs. Hahn, or any other participant in the program, reveal that family conditions were such as to contradict statements made by Edwards during the telecast.

(more)

THIS IS YOUR LIFE is produced for NBC by the Ralph Edwards organization and is presently telecast over the NBC Television Network on Sundays at 10:30 p.m. EDT. In preparing programs for broadcast, the Edwards group researches the background of the guests to develop aspects of human interest, taking all reasonable precautions to insure that the programs honestly portray the life of the subject. In this instance, because of the scheme concocted by Mrs. Hahn, there were aspects of her marital life as portrayed in the program which do not square with the facts. NBC regrets that as a result of Mrs. Hahn's deception, the program of May 4, produced and broadcast in all good faith, was not a completely accurate portrayal of the life of Mrs. Hahn.

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NBC-New York, 10/6/60

PR-14

ROM THE NATIONAL BROADCASTING COMPANY
irty Rockefeller Plaza, New York 20, N. Y.

October 6, 1960

REPRESENTATIVES OF KENNEDY, NIXON AND RADIO AND TV NETWORKS AGREE ON FORMAT FOR SECOND JOINT APPEARANCE OF THE CANDIDATES FRIDAY, OCT. 7

Representatives of Senator John F. Kennedy, Vice President Richard M. Nixon and the radio and television networks agreed today on the format of the second joint appearance of the candidates which will be presented Friday night, Oct. 7 (7:30-8:30 p.m. EDT) from the NBC studios in Washington. As previously announced, the broadcast will be a news panel interview unlimited as to subject matter.

It was agreed that there will be no opening or closing remarks. The candidates will be questioned alternately by the panel. Each candidate will have two-and-one-half minutes to reply to a question directed at him, and the other candidate may then have one-and-one-half minutes to comment on the question or the reply. Panel members will alternate in questioning the candidates, asking only a single question at each turn.

Moderator of the program will be NBC News correspondent Frank McGee. The panel includes Edward P. Morgan of ABC, Paul Niven of CBS, Alvin Spivak of United Press International, and Hal Levy, Washington correspondent of Newsday (Long Island).

The program will be carried by the three television networks and the four radio networks.

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U.N. SUMMARY PRESENTED BY NBC NEWS ON TV AND RADIO;
'GARROWAY TODAY' TELECAST OFFERS POLITICAL FEATURES

A summary of major events at the United Nations was presented on "NBC Special Report: The General Assembly" last night Wednesday, Oct. 5 (10 p.m. EDT). Ray Scherer, John Chancellor, Joseph C. Harsch and Pauline Frederick reported during the half-hour NBC News program that was simulcast on the NBC Television and Radio Networks. Frank Bourgholtzer was the anchor man.

NBC-TV's "Dave Garroway Today Show" had Mrs. Richard M. Nixon as the key guest this morning, Thursday, Oct. 6. Garroway interviewed the wife of the Republican Presidential nominee during the second hour of the (7-9 a.m. EDT) program. On the same telecast, Paul Cunningham, special projects editor, reported on the political atmosphere in Southern Illinois.

NBC-New York, 10/6/60

October 6, 1960

NBC SIGNS NEW FIVE-YEAR AGREEMENT WITH NATIONAL ACADEMY OF TV ARTS AND SCIENCES FOR RIGHTS TO ANNUAL EMMY AWARDS TELECAST THROUGH 1965

The National Broadcasting Company has signed a new five-year agreement with the National Academy of Television Arts and Sciences for the rights to the annual Emmy Awards telecast through 1965, it was announced today by Walter D. Scott, Executive Vice President, NBC Television Network, and Harry S. Ackerman, President of the National Academy of Television Arts and Sciences.

Mr. Ackerman noted that the new agreement will enable the Academy to "push forward its many projects in such areas as assistance to television education, creation of a TV library and museum, scholarships and workshop program." He congratulated NBC on its appreciation of the growth in prestige and added significance of the Academy and its Emmy Awards.

Mr. Scott said, "NBC is pleased to continue its coverage of an annual event that has proved increasingly popular to the viewing public. Its added importance in reflecting the accomplishments of the TV industry is also significant."

The Emmy Awards telecast has been presented on the NBC-TV Network every year since 1955. The new agreement supersedes the contract which was to have run through 1962, and goes into effect immediately.

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NBC COLOR TELEVISION NEWS

October 6, 1960

'KING LEONARDO AND HIS SHORT SUBJECTS'

Gentle Lion to Rule With Artistic Animation In NBC Saturday Morning Cartoon Colorcasts

"King Leonardo and His Short Subjects," a new colorcast cartoon series, will make its debut as a Saturday morning feature on the NBC-TV Network Saturday, Oct. 15 (10:30-11 a.m. NYT).

The program will be sponsored by General Mills Inc., through the Dancer-Fitzgerald-Sample Inc. advertising agency.

Providing the voices for the cartoon characters will be Kenny Delmar, veteran actor-comedian and creator of "Senator Claghorn"; local New York children's program personalities Sandy Becker and Allen Swift, and veteran actors Jackson Beck and Ben Stone.

King Leonardo is a gentle, artistic lion who rules over the mythical kingdom of Bongo Land. Things are not always peaceful there, thanks to the King's beatnik brother, Itchy Brother, and his crooked confederate, Biggy Rat. Leonardo's throne would be in great jeopardy from these two if it weren't for Odie Colognie, a melodramatic skunk and the King's true blue servant who always saves the day. Each "King Leonardo" adventure will be completed in two weekly episodes.

The "King Leonardo" television show also will include two other color cartoon series with continuing characters: "The Hunter"

(more)

and "Tooter Turtle." A complete story in each series will be presented on alternate Saturdays.

In "The Hunter," the title character is a bloodhound who continually matches his blundering sleuthing with The Fox, a clever criminal who makes off with such loot as the Brooklyn Bridge and the Statue of Liberty.

In the third story, timid Tooter Turtle is always desiring to be someone he's not. With the aid of Wizard the Lizard, his magician friend, he can be whatever he wants -- an FBY Unteachable, a Stuporman, a Kinght of the Square Table, and similar bold roles that lead to situations from which Tooter is saved only by the old Wizard's magic.

"King Leonardo and His Short Subjects" is produced by Leonardo Productions and created and written by Total Television Productions. The series is filmed in Hollywood by TV Spots.

* * *

CREDITS FOR COLORCASTS OF 'KING LEONARDO AND HIS SHORT SUBJECTS'

Time: NBC-TV Network colorcasts, Saturdays, 10:30-11 a.m. NYT

Premiere Date: Saturday, Oct. 15, 1960

Format: King Leonardo is a gentle lion who rules over the mythical kingdom of Bongo Land. However, the King's beatnik brother, Itchy Brother, and his confederate, Biggy Rat, constantly threaten the King who keeps the upper hand thanks to Odie Colognie, a melodramatic skunk and the King's true blue servant. Two other cartoon features also will

(more)

3 - 'King Leonardo and His Short Subjects'

Format: (Cont'd)

be included on the series: "The Hunter," where the title character is a bloodhound who matches his blundering sleuthing with The Fox, a wily criminal; and "Tooter Turtle," a timid turtle whose daydreams of glory are turned into reality by his magician friend, Wizard the Lizard.

Voices: Jackson Beck as King Leonardo and Biggy Rat
Sandy Becker as Wizard the Lizard
Kenny Delmar as The Hunter
Ben Stone as The Fox
Allen Swift as Itchy Brother, Odie Colognie and Tooter Turtle

Producer: Leonardo Productions

Created and Written by: Total Television Productions

Filmed (in Hollywood) by: TV Spots

Sponsor (and agency): General Mills Inc. (Dancer-Fitzgerald-Sample Inc.)

NBC Press Representative: Stan Appenzeller (New York).

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NBC-New York, 10/6/60

JOSEPH N. WELCH, NOTED ATTORNEY AND TV PERSONALITY, IS DEAD

Joseph N. Welch, noted Boston attorney, died this morning (Oct. 6) in Cape Cod Hospital in Hyannis, Mass., at the age of 69. Welch, who had come to national prominence for his role in representing the Army in the Army-McCarthy hearings six years ago, had been stricken with a heart attack in his home in Harwichport on Sept. 8.

In recent years, Welch had added to his former activities as a lawyer by appearing on several noted TV series, including "Omnibus," "Ford Startime," and the current NBC-TV "Dow Hour of Great Mysteries." His already taped introduction as program host of the Tuesday, Oct. 18 "Dow" program will not be shown, according to the program's producer, Robert Saudek. It was Saudek who had interested Welch in appearing on TV.

Saudek said, "He was a man who showed great courage in public affairs, and was prepared to show the warm side of his nature by his appearances on television. We all came to know more intimately a man of outstanding moral integrity. This is a great loss."

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NBC-New York, 10/6/60

JACK TRACY
ROOM 320

'NBC WHITE PAPER' TV SPECIALS

'The U-2 Affair' (with Hitherto Unrevealed Facts) Will Be First Of Six Timex-Sponsored Hours on Vital National Topics

FOR RELEASE MONDAY A.M., OCT. 10

A minute-by-minute chronology of Francis Gary Powers' ill-fated U-2 flight over the Soviet Union earlier this year -- which will disclose hitherto unrevealed facts about this incident -- will be the first in a series of six "NBC White Paper" TV specials, it was announced today by William R. McAndrew, Vice President, NBC News.

Timex will sponsor the programs, the first of which will be telecast by NBC-TV on Tuesday, Nov. 29, 10-11 p.m. EST. Irving Gitlin, Executive Producer, Creative Projects, NBC News and Public Affairs, will supervise the series, with Albert Wasserman as producer. The first program, titled "The U-2 Affair," will also deal with the collapse of the summit talks and Powers' subsequent trial by a Soviet court.

The purchase, for Timex watches, was made through W. B. Doner & Company.

Chet Huntley will be the narrator for the series and, for some of the programs, will also serve as on-the-scene reporter. Huntley won wide critical and viewer praise last Summer for his coverage of the national political conventions, at which he and his colleague David Brinkley served as NBC News anchormen.

The opening program of the "NBC White Paper" series and the ones that follow will be full-hour nighttime public affairs programs

(more)

that will examine in depth developments that may threaten the future of the United States.

Gitlin said that the series would be produced on film and would "point its cameras squarely at some of the issues, trends and developments which many fear are sapping America's vitality or may suddenly explode into major threats to our way of life."

He said that, while six "NBC White Paper" specials are being planned for the initial 1960-61 season, the program staff is actively researching more than a dozen prospective programs, several of which are already in the preliminary stages of production. The programs, listed under their present working titles, include:

"The P. R. Boys"-A behind-the-scenes look at the practitioners of public relations; who they are, how they operate and the power they wield for illuminating or obscuring the truth in their "image-building" work for government, corporations, labor unions and individuals.

"Featherbedding"-An examination of unproductive work practices in the American economy and an attempt to answer the question of whether any society, even an "affluent" one, can long survive if it deliberately wastes one of its chief resources.

"The Soviet Union from Within"-A film report focusing on the many facets of Soviet military, political and economic potential, and attempting to present an accurate picture of the way of life of the Russian people themselves.

"Our Angry Neighbors"-An examination of basic attitudes toward America held by our neighbors to the North and South,

(more)

including an inquiry into the reasons for some deep resentments held by Canadians and Mexicans.

"Government by Publicity"-How well do the executive and legislative branches of the federal government discharge their responsibilities to keep the public informed, and what role does press agentry play in coloring and crystallizing public opinion?

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NBC-New York, 10/7/60

'THE UBIQUITOUS MR. CLINK' PREPARING FOR NBC-TV DEBUT

\- - -

His Diabolic Adventures to Be Unfolded in Half-Hour Series for Prime-Time Viewing in 1961

FOR RELEASE MONDAY A.M., Oct. 10

"The Ubiquitous Mr. Clink," a half-hour series built around the diabolic adventures of the beguiling Simon Clink, is under preparation by NBC-TV Network for prime-time telecasting in 1961, it was announced today by David Levy, Vice President, Programs and Talent.

The series is the creation of NBC's Program Development Department and is under the supervision of Preston Wood.

Simon Clink is a sly, charming, sophisticated and completely untrustworthy character whose favorite endeavor is to expose human nature to temptation and to try making the hapless protagonist of each episode yield to the temptation. Mr. Clink will appear in a variety of roles. Although he will always retain his essential character, he may impersonate a stockbroker, a hardware dealer, a gambler, a politician or any other person who will best enable him to use his powers of persuasion on the protagonist.

In some cases, Mr. Clink's wiles will be successful while in others, despite his best efforts and cunning techniques, he will be defeated.

The series is expected to go into production on tape, within a few months in Hollywood or New York.

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INTERVIEW WITH NIGERIAN PRIME MINISTER AND POLITICAL REPORTS HIGHLIGHT 'DAVE GARROWAY TODAY SHOW'

The prime minister of the new republic of Nigeria, Sir Abubakar Tafawa Balewa, discussed independent Africa and what it would mean to international politics this morning (Friday, Oct. 7) in an interview by Dave Garroway and Pauline Frederick on NBC-TV's "Dave Garroway Today Show." Sir Balewa's appearance on the 7-9 a.m. EDT program was his first TV program date in the United States.

The United Nations and Russia's relationship with the organization was the subject of an editorial by NBC correspondent John Chancellor on the same telecast and Martin Agronsky reported on politics in a special feature originating in Miami.

Agronsky has been touring the Southern states which voted Republican in 1956 to determine the political trends in the upcoming election. His survey will continue through next week (Oct. 10 to 14) when he covers Louisiana and Texas. Paul Cunningham, the other half of the political field team for the Monday-through-Friday series will continue his survey of the Midwestern farm area, visiting Kansas and Iowa.

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NBC-New York, 10/7/60

NBC COLOR TELEVISION NEWS

October 7, 1960

WALTER SCHARF BECOMES MUSIC DIRECTOR OF 'SHIRLEY TEMPLE SHOW'

Walter Scharf has been named music director of "The Shirley Temple Show" beginning with the colorcast of "Madeline," Sunday, Oct. 16 (7-8 p.m. EDT) on the NBC-TV Networks. Scharf replaces Vic Schoen who is leaving to fulfill prior commitments.

Scharf started his career in music as Kate Smith's accompanist. He later served in a similar capacity with Rudy Vallee, and came to Hollywood, where he subsequently was placed under contract by Warner Brothers.

Scharf has scored and directed the music for more than 200 films at various studios including 20th Century Fox, Paramount, Republic, U-I, RKO and Warners, working on outstanding pictures including "Alexander's Ragtime Band," "Holiday Inn," "Hans Christian Andersen," and "The Joker Is Wild." He is also a composer of serious scores, including several string quartet and chamber works, and more extended compositions, "The Hollywood Bowl Suite" and "The Israel Suite."

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JACK TRACY
ROOM 320

NBC TELEVISION NETWORK NEWS 2-X-H

October 10, 1960

INTERVIEWS WITH VICE PRESIDENT NIXON AND MRS. NIXON ON 'THE CAMPAIGN AND THE CANDIDATES' SATURDAY NIGHT

Vice President Richard M. Nixon will be interviewed by NBC News correspondents Chet Huntley and David Brinkley for "The Campaign and the Candidates" telecast of Saturday, Oct. 15, on the NBC-TV Network (9:30 to 10:30 p.m. EDT).

The Republican Presidential candidate will be seen in a 40-minute interview with the two newsmen. The interview will be taped in advance in the NBC Studios in Burbank, Calif. Mrs. Nixon will also appear on the telecast in a 15-minute conversation with correspondent Bill Henry to be taped in her home in Washington.

The program will be produced by Lou Hazam and directed by Robert Priaulx. Fred Rheinstein will be director of the Burbank interview and Dick Cox will direct the Washington interview.

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FR-14

OM THE NATIONAL BROADCASTING COMPANY
rty Rockefeller Plaza, New York 20, N. Y.

October 10, 1960

SENATOR KENNEDY TO 'MEET THE PRESS'

Senator John F. Kennedy will be interviewed on "Meet the Press" in a live origination of the program from Detroit Sunday, Oct. 16 (NBC-TV Network 6 p.m. EDT; NBC Radio, except WNBC, as part of "Monitor"; WNBC time 6:35 p.m. EDT).

The Democratic Presidential nominee will be interviewed by Ed Folliard of the Washington Post and Times Herald, John Chancellor of NBC News, Martin Hayden of the Detroit News and Lawrence E. Spivak, producer and permanent panelist of "Meet the Press." Ned Brooks will moderate.

The program will be telecast in black and white on this date only from the studios of WWJ-TV in Detroit (instead of Cleveland, as previously announced.)

October 10, 1960

'WONDERLAND ON ICE'

- - -

Efrem Zimbalist Jr. to be Host, Dorothy Collins Special Guest Star of Full-Hour Skating Extravaganza--Marking Network TV Debut of 'Holiday on Ice of 1961' Company

Actor Efrem Zimbalist Jr. has been signed as host, and singer Dorothy Collins will be a special guest star, for the NBC-TV Network's full-hour "Wonderland on Ice" skating extravaganza Thursday, Nov. 17 (7:30-8:30 p.m. EST).

The telecast will mark a succession of television firsts for its principals -- (1) the network television debut of the famed "Holiday on Ice of 1961" company, (2) the first appearance in a TV special and first as a host for Zimbalist, star of "77 Sunset Strip" on another network, and (3) and Miss Collins' first performance as a skater and singer in an ice skating TV special.

Sponsored by Top Value Enterprises for its Top Value Trading Stamps, through Campbell-Mithun, Inc., "Wonderland on Ice" will be produced by Bill Nichols and directed by Grey Lockwood, with Jack Philbin as executive producer.

The telecast, featuring highlights of the "Holiday on Ice" company -- with such internationally-known skaters as Jinx Clark, Tommy Collins, Dorothy Goos, Paul Andre, Alfredo Mendoza, Tony LeMac and The Williams Family -- will originate, on tape, at the Allen County Coliseum, Fort Wayne, Ind.

(more)

Highlights of the "Holiday on Ice of 1961" revue include "Teepees and Totem Poles," a spectacle of Indian dances and legends choreographed on ice; "Mother Goose Land," re-creating on ice the stories of Jack and Jill, Mary and her Little Lamb, Old King Cole and other nursery favorites; and "Revue des Ballets," ice-skating interpretations of Swan Lake, Les Sylphides, Scheherazade and other classic ballets.

The producer for the "Holiday on Ice" company is Morris Chalfen, and Ken Stevens is the manager.

(EDITOR'S NOTE: The title for NBC-TV's "Wonderland on Ice" special telecast was formerly listed as "Holiday on Ice.")

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NBC-New York, 10/10/60

October 10, 1960

'DOW HOUR OF GREAT MYSTERIES'

Farley Granger, Macha Meril and Hugh Griffith to Play Major Roles in 'The Inn of the Flying Dragon'

Farley Granger will star as Richard Beckett, a young Englishman who stops at an old French inn on his way to Monte Carlo and meets with unexpected adventure in "The Inn of the Flying Dragon" on the "Dow Hour of Great Mysteries" Tuesday, Oct. 18 (NBC-TV Network, 10-11 p.m. EDT).

Macha Meril will portray the beauteous and young Countess St. Alyre, who is staying at the inn with her elderly, detestable husband, the Count St. Alyre (Berry Morse). Beckett is approached by secret police Captain Harmonville (Hugh Griffith) to help track down the count for his illegal activities. Beckett is anxious to help, since he has fallen in love with the unhappy countess.

Others in the cast are Michael Shillo as the inspector, Pierre Epstein as the innkeeper and Milton Selzer as an impetuous stranger Gaillarde. "The Inn of the Flying Dragon" will be directed by David Greene, prize-winning Canadian director. Joseph Sheridan Le Fanu wrote the original story. This is a production of Robert Saudek Associates.

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RALPH EDWARDS HONORED BY LOS ANGELES CITY COUNCIL

Ralph Edwards, host of "This Is Your Life" and creator and executive producer of "Truth or Consequences"--both series scheduled on the NBC-TV Network--has been honored by the Los Angeles City Council with a citation which describes him as "one of the great humanitarians in the world of showbusiness."

Through contests on his "Truth or Consequences" and "This Is Your Life" programs, Edwards has raised some $18,000,000 - - believed to be more money for helping the world's needy than any other individual in showbusiness history has raised.

The citation salutes Edwards as a humanitarian "who has enabled thousands of men, women and children to have better - - and often longer - - lives, through the more than 18 million dollars raised by his TV campaigns."

Edwards also was cited for having sold more than one billion dollars worth of war bonds during World War II, and for devoting his time and talent for the past two years to the fight against cancer as president of the "Something Can Be Done About It Club."

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NBC-New York, 10/10/60

CREDITS FOR 'NBC SATURDAY PROM'

Program:	"NBC Saturday Prom"
Time:	NBC-TV Network Saturdays, 5:30-6 p.m. EDT.
Premiere:	Saturday, Oct. 15
Format:	Teen-age music show, with guest artists performing live music to background provided by "band of the month."
Emcee:	Merv Griffin
Origination:	Studio 8H, NBC, New York, N. Y.
Producer:	Ed Pierce
Associate Producer:	Walt Garrity
Director:	Lynnwood King
Assistant to Producer:	Danny Webb
Writers:	Hal Hackaday and Don Epstein
Technical Director:	Dan Zampino
Audio:	Jim Blaney
Lighting:	Fred MacKinnon
Sets:	Jan Scott
Sponsor:	Beech Nut Life Savers Inc.
Agency:	Young & Rubicam Inc.
NBC Press Representative:	Betty Lanigan, New York

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NBC-New York, 10/10/60

CHECKED FOR PHYSICAL DEFECTS

CREDITS FOR '2ND TIMEX ALL-STAR CIRCUS' ON NBC-TV NETWORK

Program: "2nd Timex All-Star Circus"

Telecast: NBC-TV Network Friday, Oct. 21 (9-10 p.m. EDT)

Stars: Paul Winchell and Jerry Mahoney

Format: A visit to the Cirkus Schumann in Copenhagen, Denmark, on tape, with Paul Winchell and Jerry Mahoney as rubber-necking hosts.

* * *

THE ACTS

(1) Katja Schumann -- 11-year-old bareback rider.

(2) Nellos Football Dogs -- trained dogs play football.

(3) The Flying Marilees -- a high trapeze act.

(4) Larry Griswold -- trampoline performer.

(5) The Schumann Liberty Horses -- trained horse act with Albert and Max Schumann, Pauline Schumann and Benny Schumann.

(6) Leo Gaston -- clown

(7) The Six Bertinis -- a family of six in bicycle and unicycle feats.

(8) Benny (15 years old) and Jacques (11) Schumann -- a low wire act by two young brothers, sons of Albert Schumann.

(9) Antonio and Kiki -- clowns

(10) Douglass Kossmayer -- daredevil horse-and-chariot act "Ben Hur."

* * *

(more)

CHECKED FOR "2ND TIMEX ALL-STAR CIRCUS" ON NBC-TV NETWORK

gram: "2nd Timex All-Star Circus"

ecast: NBC-TV Network Friday, Oct. 21 (9-10 p.m. EST)

ts: Paul Winchell and Jerry Mahoney

mat: A visit to the Circus Schumann in Copenhagen, Denmark, on tape, with Paul Winchell and Jerry Mahoney as rubber-necking Yanks.

* * *

THE ACTS

(1) Boris Schumann -- 11-year-old Russian violinist.

(2) Melios Football Dogs -- trained dogs play football.

(3) The Flying Marileas -- a high trapeze act.

(4) Larry Griswold -- trampoline performer.

(5) The Schumann Liberty Horses -- trained horse act with Albert and Mac Schumann, Pauline Schumann and Danny Schumann.

(6) Leo Gaston -- clown

(7) The Six Bertinis -- a family of six in bicycle and unicycle feats.

(8) Benny (15 years old) and Jacques (11) Schumann -- a low wire act by two young brothers, sons of Albert Schumann.

(9) Antonio and Vidi -- clowns

(10) Douglass Kossmayer -- daredevil horse-and-chariot act "Ben Hur."

* * *

(more)

2 - Credits for '2nd Timex All-Star Circus'

Producer:	Gil Cates
Executive Producer:	Lawrence White
Director:	Joe Cates
Associate Producer:	Patrick Plecen
Sponsor:	Timex Watches
Agency:	W. B. Doner and Company, Inc.
Packager:	A White and Cates Production in association with Cyril B. Mills
Technical Facilities:	Intercontinental Television, S. A.

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NBC-New York, 10/10/60

Executive Producer: Lawrence White

Producer: Frederick Ebeling

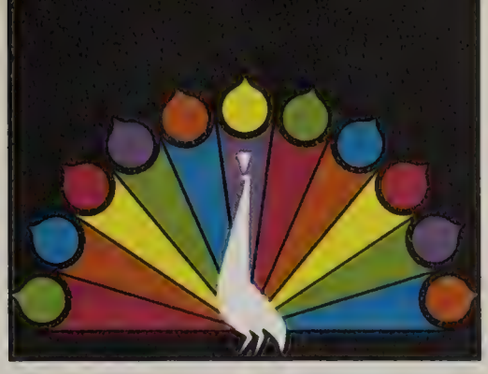
Director: Joe Gates

Company: W. B. Donner and Company, Inc.

Technical Facilities: A Ubiko and Ogden production in association with Cyril B. Mills

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NBC-New York, 10/20/60



NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Oct. 16 - 22 (All Times EDT)

Sunday, Oct. 16

7-8 p.m. -- "The Shirley Temple Show" presents "Madeline," by Ludwig Bemelmans, starring Imogene Coca, Gina Gillespie, Billy Gilbert and Michel Petit.

9-10 p.m. -- "The Chevy Show" presents "Love Is Funny," starring Art Linkletter, Chuck Connors, Zsa Zsa Gabor, Alan Young, Betty Garrett and Jimmie Rodgers.

Monday through Friday, Oct. 17-21

6-6:30 a.m. -- "Continental Classroom" - Modern Chemistry.

6:30-7 a.m. -- "Continental Classroom" - Contemporary Mathematics

10:30-11 a.m. -- "Play Your Hunch" - with host Merv Griffin.

11-11:30 a.m. -- "The Price Is Right" - with emcee Bill Cullen.

12:30-1 p.m. -- "It Could Be You" - with host Bill Leyden.

2-2:30 p.m. -- "The Jan Murray Show"

Monday through Thursday, Oct. 17-20

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Wednesday, Oct. 19

8:30-9 p.m. -- "The Price Is Right" - with Bill Cullen.

9-10 p.m. -- "Perry Como's Kraft Music Hall" - Perry's guests tonight are Jack Paar, Hugh Downs, Keeley Smith, Joey Heatherton and Kokomo Jr.

(more)

2 - NBC-TV Network Colorcast Schedule

Thursday, Oct. 20

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford with guest Jack Bailey.

Saturday, Oct. 22

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

7:30-8:30 p.m. -- "Bonanza" - tonight "Day of Reckoning," with guest star Ricardo Montalban.

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NBC-New York, 10/10/60

JACK TRACY
ROOM 320

October 11, 1960

IDEAL TOY AND LIONEL TRAIN AGAIN SPONSOR NBC-TV COVERAGE OF MACY'S THANKSGIVING DAY PARADE

- - -

Event Will Be a Full-Hour Holiday Colorcast

The annual Macy's Thanksgiving Day Parade telecast on NBC-TV will again be sponsored in 1960 by the Ideal Toy Corporation and the Lionel Train Corporation, it was announced today by Edwin S. Friendly Jr., Director of Special Program Sales, NBC Television Network. The program will be a full-hour colorcast.

Marking the 34th year of the famous New York holiday parade, the 1960 procession will feature TV and motion picture stars, giant balloons and floats and costumed marchers. Thanksgiving Day this year falls on Thursday, Nov. 24 and the colorcast will be from 11 a.m. until 12 noon EST.

This marks the sixth consecutive year Ideal Toy Corporation has participated in sponsorship of the TV presentation, and the second year for Lionel Train Corporation.

The purchase for both Lionel and Ideal was placed through Grey Advertising Agency Inc.

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October 11, 1960

"DAVE'S PLACE"

Dave Garroway to Star in Full-Hour Nighttime Variety Special

Dave Garroway, NBC's morning host, will appear in prime-evening time when he stars in "Dave's Place," a full-hour special variety program Friday, Nov. 18 on the NBC-TV Network (9-10 p.m. EST.)

Sponsors (and agencies) of the special program are Elgin National Watch Co. (J. Walter Thompson Co.), Electric Auto-Lite Company (Grant Advertising Inc.), American Luggage Works, Inc. (John C. Dowd Inc.) Berkshire Knitting Mills (Ogilvy, Benson & Mather, Inc.) and Retail Clerks International Association (The Leonard Shane Agency).

"Dave's Place" will utilize many of the television techniques which Garroway developed in his early Chicago program, "Garroway-at-Large." The atmosphere will be relaxed and the format free-wheeling as the cameras move through the TV studios in the RCA Building in New York to pick up the different feature spots.

Robert Northshield, producer of "The Dave Garroway Today Show" (Monday through Friday 7-9 a.m. EDT on NBC-TV) will produce the special. Norman Kahn is the associate producer, and Les Colodny and Bud Lewis are the writers.

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October 11, 1960

THIRD NIXON-KENNEDY JOINT APPEARANCE TO BE PRESENTED
OCT. 13 ON 3 MAJOR TV AND 4 RADIO NETWORKS

The third of four joint appearances by the major Presidential candidates, Vice President Richard M. Nixon and Senator John F. Kennedy (D.-Mass.), will be presented on the three major television and four radio networks in the United States Thursday, Oct. 13 (7:30-8:30 p.m. EDT).

The program, to be produced by ABC, will originate in Hollywood -- where Vice President Nixon will be in one studio, and the moderator and panel in another -- and in New York, where Senator Kennedy will be located.

As originally arranged between representatives of the networks and the Presidential candidates, the program will be a news panel interview by four reporters, with ABC News commentator Bill Shadel serving as panel moderator. The panel will include: Roscoe Drummond, the New York Herald Tribune; Douglass Cater, Washington editor of the Reporter magazine; Frank McGee, NBC News correspondent; and Charles von Fremd, Washington correspondent, CBS News.

The program will be presented on the television and radio networks of the American Broadcasting Company, the Columbia Broadcasting System and the National Broadcasting Company, and the radio network of the Mutual Broadcasting System.

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Donald G. Coe, ABC Director of Special Events and Operations, will produce the program, which will be directed by Marshal Diskin.

By advance agreement, ABC as the producing network, is providing the moderator and CBS and NBC are each providing a panelist. The names of Mr. Drummond and Mr. Cater were chosen by draw by the press secretaries of the two candidates from a list of reporters who have traveled with both candidates during the current campaign.

The first program, telecast Sept. 26, was produced by CBS from Chicago, the second by NBC from Washington on Oct. 7. This Oct. 13 program and the final broadcast on Oct. 21 will be produced by ABC.

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NBC-New York, 10/11/60

October 11, 1960

GINGER ROGERS AND PERRY COMO ARE 'BOB HOPE BUICK SHOW' GUESTS IN 'POTOMAC MADNESS,' ORIGINAL MUSICAL SATIRE ON POLITICS

Not a piano player, not a golfer, but a crooner gets the popular vote for President in the political satire, "Potomac Madness," with Ginger Rogers and Perry Como as guest stars on the second "Bob Hope Buick Show" of the season on the NBC-TV Network Saturday, Oct. 22 (8:30-9:30 p.m. EDT).

Hope will appear on the special as Gov. Gaylord Goober, the "people's candidate" for the Presidency; Miss Rogers will play Ginger Money, world's richest woman and the real power behind the Washington scene, and Como will portray Perry Crooner, a singer whose fans mount into the millions and whose heart belongs to Ginger. David Rose and his orchestra provide the musical accompaniment.

This is the first musical comedy written especially for Hope's TV show. Original music and lyrics were penned by Jimmy Van Heusen and Sammy Cahn, and the book was created by Hope's writers.

Featured in the cast (which includes 75 actors, singers and dancers) are Peter Leeds as the Alaskan delegate, J. Edward McKinley as a Southern senator, Lisa Davis as a psychiatrist's nurse, Stephen Chase as the Secretary of the Treasury, Herb Vigran as private secretary to Ginger Money, Eddie Marr as clerk of the convention, Lyle Moraine as Senator Fink, and Frank Barton as a TV news reporter.

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CAST AND CREDITS FOR 'POTOMAC MADNESS' ON 'THE BOB HOPE BUICK SHOW'

Time:	NBC-TV Network, Saturday, Oct. 22 (8:30-9:30 p.m. EDT).
Starring:	Bob Hope, Ginger Rogers and special guest Perry Como, with David Rose and his Orchestra.
Featuring:	Peter Leeds, Lisa Davis, J. Edward McKinley, Herb Vigran, Charlie Lung, Eddie Marr, Stephen Chase, Lyle Moraine, Milton Frome and Frank Barton.
Written By:	Mort Lachman and Bill Larkin; John Rapp and Lester White; Charles Lee.
Consultant:	Norman Sullivan
Special Material By:	Gig Henry
Lyrics and Music:	Sammy Cahn and Jimmy Van Heusen
Choreography:	Jack Baker
Art Director:	Bob Corrigan
Costumes By:	Kate Drain Lawson
Miss Rogers' Gowns By:	Don Loper
Directed By:	Jack Shea
Produced By:	Jack Hope
Production By:	Hope Enterprises Inc., in association with the NBC-TV Network
Executive Producer:	Bob Hope
Sponsor (and Agency):	Buick Division, General Motors Corporation (McCann-Erickson Inc.)

(more)

3 - 'Potomac Madness'

Origination: NBC Studios, Burbank, Calif.

NBC Press Representatives: Bill Faith (Hollywood); Al Cammann (New York)

* * *

THE STORYLINE:

The story opens in Ginger Money's lavish Washington home where she is entertaining political figures in honor of Gov. Goober. Also at the party is Perry Crooner, patiently waiting for Ginger to say she will marry him. Ginger's craze for power, however, keeps her from thoughts of matrimony and she is busily scheming to have Goober discredited so she can have the crooner's name placed in nomination. She succeeds, Perry is elected and Ginger marries him -- but immediately she books him solidly for four years in the top nightclubs of the country so that she can run the government. The fast-paced climax of the show occurs at Las Vegas when Vice President Goober -- elected on Crooner's ticket -- manages to out-maneuver the First Lady.

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NBC-New York, 10/11/60

ROBERT J. CREAN WRITES COMEDY, 'THE ISLE IS FULL OF NOISES,' FOR THE 'CATHOLIC HOUR' ON NBC-TV SUNDAY, OCT. 16

Robert J. Crean, the noted TV and stage dramatist who has a new play opening on Broadway later this season, has written an original comedy, "The Isle Is Full of Noises," for presentation by the "Catholic Hour" on the NBC-TV Network Sunday, Oct. 16 (1:30 p.m. EDT).

Ludi Claire will star in the play, which is an incisive and hilarious commentary on the current state of the screen arts. It takes the viewer into the heart of an unusual situation: a melodramatic religious TV program is on the air when the play opens. Suddenly an intruder enters the set; the leading lady is enraged, and pandemonium breaks loose.

The play is the second in a cycle of four original TV dramas by young Catholic playwrights written expressly for the "Catholic Hour." The program, an NBC Public Affairs presentation, is produced by the network in cooperation with the National Council of Catholic Men.

Crean's new play for Broadway, "A Time to Laugh," will be staged by Tyrone Guthrie and will star Ruth Gordon and Robert Morley.

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NBC-New York, 10/11/60

NORTON BLOOM JOINS NBC AS PRODUCTION SUPERVISOR,
CREATIVE PROJECTS, NBC NEWS AND PUBLIC AFFAIRS

Norton Bloom, who has directed and been active in the production of numerous television programs, has joined NBC as Production Supervisor, Creative Projects, NBC News and Public Affairs.

In announcing the appointment, Irving Gitlin, Executive Producer, Creative Projects, said Mr. Bloom will schedule and coordinate the production activities of units working around the world on the "NBC White Paper" and "Victory" series as well as other programs.

During the past two years Mr. Bloom has written, produced and directed a series of educational films for Massachusetts Institute of Technology. He also has just finished directing a program for CBS-TV's "The Twentieth Century" series.

A native New Yorker, he attended Seton Hall University after serving in the Navy as a petty officer for two years. He was graduated in 1949 and spent the next 18 months producing and directing TV shows and commercials for an advertising agency. He worked in the Production Control Department of CBS in 1951. In 1952 he was program director of KCSJ-TV in Pueblo, Col.

Returning to CBS, he was unit manager and then production manager for the television series "The Search." He later was production manager for the "Air Power" and "Twentieth Century" series and staff director of the "Conquest" series.

Bloom is married to the former Beatrice Binder. They have three children and live in Manhattan.

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NBC-New York, 10/11/60

PR-14

JACK TRACY
ROOM 320

ROM THE NATIONAL BROADCASTING COMPANY
irty Rockefeller Plaza, New York 20, N. Y.

ROBERT W. SARNOFF CHALLENGES 'HAIRSHIRT ECONOMISTS' WHO ADVOCATE TURNING MORE WEALTH FROM PRIVATE TO PUBLIC SIDE OF U. S. ECONOMY

ATLANTIC CITY, N. J., Oct. 12 -- The theories of the "hair-shirt economists" who want to divert more wealth from the private to the public sector of America's economy were challenged today by Robert W. Sarnoff, Chairman of the Board of the National Broadcasting Company. He charged that this policy "would tighten not merely a belt but a noose."

Mr. Sarnoff told the annual convention of the American Gas Association that consumer prosperity was vital to paying the bills for such expanding public needs as defense and education.

"We can best pay these heavy and growing costs -- indeed, in the long haul, we can only pay them," he said, "through the growing government revenue from an increasingly affluent society. The hairshirt economists would have us undertake restrictive measures to 'divert' spending from the private to the public sector. They do not recognize that to do so would be to impair the health of the goose that lays the golden eggs."

Rebutting the view that Americans have been "corrupted by credit cards and cookouts" and going soft by pampering their desires at the expense of their duties, Mr. Sarnoff pointed out that during the period of its most prosperous economic growth, the nation has made extraordinary efforts at great sacrifice to fulfill historic demands.

"We have given billions in foreign aid," he added. "We have fought in Korea. We have paid the highest taxes in our peacetime

(more)

history and undertaken peacetime conscription to keep a standing army in Europe and maintain bases throughout the world. In short, we have done everything that our national leadership has asked us to do....

"And where did we get the billions of dollars to commit to these heavy responsibilities? We got these vast sums from an economy that was consuming its way to prosperity."

The NBC Board Chairman cited these additional examples of ways in which the American people have met public obligations, while simultaneously dramatically lifting personal living standards:

"Last year the American people spent 22 billion dollars on education, nearly three times as much as only 10 years before. Some 700,000 classrooms have been built since World War II -- more than half of all those now in use. In the last 20 years social security benefits have climbed from 1.2 billion dollars to 16 billion. Over the same period our expenditures on hospitals have multiplied more than seven times; we have tripled our outlay on public welfare and assistance, quadrupled what we spent on highways, police and fire departments."

Though American living standards are envied and emulated around the world, Mr. Sarnoff said, it remained for a "cult" of American economists "to examine prosperity and find it wanting." These economists, he said, regard "the affluent society not as a proud accomplishment but as a term of reproach" and single out advertising as a special villain because it stimulates consumer purchases.

"I think the American people will reject the notion that prosperity is a sin," he said. "They will have little patience with a cult that preaches economic asceticism. Most Americans will recognize it would tighten not merely a belt but a noose.

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"We will not succumb to efforts to make us feel guilty about being prosperous. For one thing, we Americans are just not that prosperous, by comparison with what we know we can achieve. For another, under our system personal prosperity is far from a sin; it is rather a means of public economic salvation. Americans can readily understand that a new refrigerator helps indirectly to pay for a Polaris submarine; a second car in the garage can make possible a second chance for a victim of illness or unemployment; a higher gross national product can underwrite higher education."

Americans are fortunate, he said, in not having to choose between satisfying personal desires and fulfilling public obligations.

"We are spared such a choice," he said, "by a rare, perhaps unique, combination of blessings: our vast natural resources, our unsurpassed technological skill and an expanding economy based upon the democratic free enterprise system. Thus we can accomplish both goals. We can enjoy all the things that make work easier and leisure more fun -- and at the same time we can meet the demands for national defense and foreign aid, for education, roads, social security and the whole roster of public needs."

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NBC-10/12/60

Address by Robert W. Sarnoff
Chairman of the Board
National Broadcasting Company, Inc.
American Gas Association
Atlantic City, New Jersey
October 12, 1960

"PROSPERITY: SIN OR SALVATION?"

I appreciate the honor of addressing you today. In preparing for this opportunity, I've been reflecting on what we have in common -- you as members of the American Gas Association and I as a broadcaster. There seem to be some striking parallels.

Both of us are engaged, directly or indirectly, in the operation of a network. Yours is a network of pipelines, some 600,000 miles of them, spread across the country. Mine is a network of telephone lines, air waves and microwave relays. Both of us go to millions of homes. Your network leads eventually to such terminals as ovens and ranges, hot-water heaters, refrigerators and home laundries. A television network can lead to very similar ends: sometimes we find ourselves in hot water, on the griddle or feeling the freeze. On occasion, we are taken to the cleaners. And when we are functioning properly, we like to think, in the vernacular, that we're "really cooking with gas."

Actually, broadcasters and the gas industry have a good deal more -- and more serious -- in common. To a large extent, we share the challenge and opportunity implicit in an age of unprecedented change and growth. I want to explore this challenge and opportunity today because they vitally affect not only the two industries we represent but the future of our country and the lives of our people.

Both the gas industry and broadcasting are big business -- complex, vast, highly organized and serving whole industries and communities as well as the individual. Yet it is difficult to think

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of any other modern enterprises more deeply rooted in the basic nature and needs of the individual human being. Indeed, both our industries spring at bottom from two of the fundamental characteristics that set man apart from the lower animals. One of these is the discovery and use of fire, which you have brought to the most ingenious development of control, scope and application -- a development of such refinement that we can now use fire to keep our homes systematically cool.

The other uniquely human trait I have in mind is, of course, language, the ability to communicate in words and pictures. Here broadcasting, and particularly television, has placed man on the technological frontier where he can communicate instantly with a whole continent, and yet do it with the directness and intimacy of one individual speaking to another.

So both of us, we broadcasters and you in the gas industry, come honestly by our essential appeal to the individual. We flourish in this complex society of ours because we succeed in the paradoxical feat of meeting swiftly and responsively the personal needs and desires of individuals on a scale more massive than any in history.

And now that scale is to be dwarfed. On the economic and statistical signposts to the decade of the Sixties, the graphs point dramatically upward. Millions of new consumers -- perhaps 40 million more by 1970; millions of new American households -- an estimated ten million more; billions of dollars in increased national output -- upwards of 200 billion more by the end of decade. Greater productivity and personal income, yet greater leisure -- an economy of comfort and abundance in which poverty will at last become obsolete.

So the experts tell us, and while prophecy is a hazardous business, certainly the performance of our economy in the last decade

seems a persuasive prologue to an era of unmatched prosperity. For the decade ahead, the economists predict our gross national product will increase at a rate even faster than during the past ten years. And the new decade will experience a greater surge in population growth and in enormous outlays for research and development to open new economic horizons.

In fact, American industry in the Sixties is expected to spend 120 billion dollars on research and development -- just twice what was spent in the decade behind us. Consider some of the new products and services, the scientific and technological milestones, which emerged in the last ten years: synthetic fibres, such as Orlon and Dacron, and synthetic diamonds; transistors and transatlantic jet planes; the Salk vaccine and stereophonic sound; cloud seeding, computers and color television; automation and aluminum wrap -- not to mention the first thermonuclear explosion, the first man-made satellites, the first supersonic flight, the first nuclear-powered submarine.

The decade just past also saw the birth of coast-to-coast network television, which is a textbook example of the amazing growth potential in our modern economy. As the Fifties began, there were only 1,000,000 television sets in American homes. Today there are more than 52 million. As the Fifties began, the country had 51 television stations. Today there are 582. In 1949, advertisers spent about 58 million dollars on television; last year they spent 1.5 billion dollars. The public now pays $3 billion a year for receiving sets and their maintenance. (I'm afraid they all run by electricity, but I understand you have in development an all-gas furnace that can generate its own electricity, so some of the TV sets of the future may be powered by your network as well as mine.)

Much of television's growth and development is still ahead of us. In the next ten years, we expect to add upwards of 25 million sets to our circulation, not counting the replacements. We expect a sharp upturn in color set circulation, which will really come into its own in the Sixties. Before the decade is over, we look for international transmission via space satellites; and for mural television -- a thin, flat screen, to be hung on the wall like a painting and operated from a small box beside your chair.

From the standpoint of the American economy in this new era of growth, broadcasting will play an especially significant role, as it has done in the decade through which we have just passed. It has not only grown dramatically itself; it has served as a stimulant and catalyst for the growth of the whole economy, because it is a merchandising force of unprecedented reach, impact and speed.

To understand the importance of this role, we must realize we have been undergoing a revolution in marketing: the selling function in the American economy has been shifting from the dealer to the manufacturer. In the past, it was the dealer who largely helped to develop the manufacturer's market and who thus directly influenced the manufacturer's profits. Today the manufacturer largely creates the market for the dealer. This is so because he can speak directly to his ultimate customers through the new power and techniques of advertising. This ability of the manufacturer to engage in mass selling as well as mass production means greater profit for all -- a greater turnover for the dealer; a lower price for the customer and an expanding market for the manufacturer.

You in the gas industry have recognized this shift in marketing technique, and indeed have carried it a step further. You

are not relying solely on the salesmanship of the appliance dealer, the manufacturer or even the utility itself. To build preferences for gas and gas appliances, you are going on an industry basis direct to the consumer.

As the most advanced and effective technique of selling to millions of consumers simultaneously, television has played a vital part in the growth of the last decade. This role promises to become even more important. As purchasing power grows, there will be a sharp rise in what the economists call discretionary spending; by 1970, consumers are expected to have almost twice as much money to spend as they choose after paying for the necessities of life. Whether the consumer chooses to buy a trip to Europe or a new car; whether he puts in swimming pool or saves instead toward a new house; whether he decides to heat his home with gas or with electricity -- these are some of the choices upon which the eloquent selling power of television can and will be brought to bear.

Now you may share my view that this economic forecast of the next ten years, with its accent on the consumer and its prospects of expansion and prosperity, makes for the brightest of vistas. But I must remind you that others do not. Around the world, among our foes as well as our friends, American living standards are envied and emulated. Ironically, it remained for a cult of Americans to examine prosperity and find it wanting. I am referring, of course, to those who regard the affluent society not as a proud accomplishment but as a term of reproach.

This cult of economists argues that Americans spend too much on self-indulgence and too little on national needs. These critics regard advertising as a special villain since it stimulates consumer

purchases. They would have us believe there is a direct conflict between our private wants and our public needs. And they contend that more of our national wealth should be diverted from the private to the public sector of our economy.

These critics have much in common with those who feel that Americans as a people are going soft, that we have been corrupted by credit cards and cookouts, and that we have lost our sense of national purpose. Implicit in this theory is the puritanical notion that nothing you like can be any good for you and the idea that, for some mysterious reason, only deprivation can build character.

Let me try first to dispose of the contention that we have been going soft by pampering our desires at the expense of our duties. During our period of greatest economic growth, the American people have made extraordinary efforts at great sacrifice to fulfill the demands that history has made on a vigorous free nation.

We have given billions in foreign aid. We have fought in Korea. We have paid the highest taxes in our peacetime history and undertaken peacetime conscription to keep a standing army in Europe and maintain bases throughout the world. In short, we have done everything that our national leadership has asked us to do. As James Reston of the New York Times put it, "these are not the acts of a slack and decadent people."

And where did we get the billions of dollars to commit to these heavy responsibilities? We got these vast sums from an economy that was consuming its way to prosperity. Members of the American Gas Association, whose annual tax bill comes to a billion dollars, need

hardly be reminded that our consumer-oriented economy provides the base that pays the bills.

On the domestic front no less than in underwriting our responsibilities abroad, the public sector of our economy has reaped the benefit of our private prosperity. Last year the American people spent 22 billion dollars on education, nearly three times as much as only ten years before. Some 700,000 classrooms have been built since World War II -- more than half of all those now in use. In the last 20 years, social security benefits have climbed from 1.2 billion dollars to 16 billion. Over the same period, our expenditures on hospitals have multiplied more than seven times; we have tripled our outlay on public welfare and assistance, quadrupled what we spend on highways, police and fire departments.

This record does not suggest that we have ignored our public needs while indulging private whims. At the same time I do not suggest we have fulfilled all the opportunities in this broad area; certainly there will be heavy and growing costs in the years ahead in such fields as education, health and old age, as well as defense and a constructive, forward-moving foreign policy.

What I do strongly maintain is that we can best pay these heavy and growing costs -- indeed, in the long haul, we can only pay them -- through the growing government revenue from an increasingly affluent society. The hairshirt economists would have us undertake restrictive measures to "divert" spending from the private to the public sector. They do not recognize that to do so would be to impair the health of the goose that lays the golden eggs.

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Fortunately, we Americans need not choose between satisfying our personal desires and fulfilling our public obligations. We are spared such a choice by a rare, perhaps unique combination of blessings: our vast natural resources, our unsurpassed technological skill and an expanding economy based upon the democratic free enterprise system. Thus we can accomplish both goals. We can enjoy all the things that make work easier and leisure more fun -- and at the same time we can meet the demands for national defense and foreign aid, for education, roads, social security and the whole roster of public needs.

I think the American people will reject the notion that prosperity is a sin. They will have little patience with a cult that preaches economic asceticism. Most Americans will recognize it would tighten not merely a belt but a noose.

We will not succumb to efforts to make us feel guilty about being prosperous. For one thing, we Americans are just not that prosperous, by comparison with what we know we can achieve. For another, under our system, personal prosperity is far from a sin; it is rather a means of public economic salvation. Americans can readily understand that a new refrigerator helps indirectly to pay for a Polaris submarine; a second car in the garage can make possible a second chance for a victim of illness or unemployment; a higher gross national product can underwrite higher education.

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These are some of the implications that we in broadcasting and the gas industry -- and millions of our fellow Americans -- might bear in mind as we rise to the challenge and opportunity of the Sixties. We have entered a decade in which our lives and our liberty may well be at stake, but in the light of our common interest in a consumer-oriented society, it is worth remembering there is some precedent for associating life and liberty with the pursuit of happiness.

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10/12/60



October 12, 1960

NBC'S "MEET THE PRESS" TV AND RADIO INTERVIEW
WITH SEN. JOHN F. KENNEDY WILL ORIGINATE
IN WASHINGTON; TELECAST TO BE IN COLOR

The interview of Senator John F. Kennedy on "Meet the Press" Sunday, Oct. 16, previously scheduled to originate in Cleveland, and later in Detroit, will now take place in NBC's Washington studios (NBC-TV Network, 6 p.m. EDT; NBC Radio Network, except WNBC, as part of "Monitor," 6:30 p.m. EDT; WNBC time, 6:35 p.m. EDT). The program will be an NBC-TV colorcast on this date (and not in black-and-white only, as previously announced).

Elie Abel of the Detroit News will replace Martin Hayden of the same newspaper as a member of the panel, which also includes Ed Folliard of the Washington Post and Times Herald, John Chancellor of NBC News, and Lawrence E. Spivak, producer and permanent panelist of "Meet the Press."

The change in the city of origin was made, in each case, at the request of the Democratic Presidential nominee's campaign staff. Mr. Spivak said these changes point up the difficulty that candidates have in holding to a fixed schedule while carrying out the tremendous amount of campaign activity required of them.

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Mr. Spivak said the changes also show the ability of the NBC-TV Network to adjust rapidly. Such flexibility would not be possible without the full cooperation of the NBC affiliates, he added.

"Station KYW-TV in Cleveland and WWJ-TV in Detroit are to be commended," he said, "for changing their schedules to make their studios and facilities available to us when it appeared that the program would originate from these cities."

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NBC-New York, 10/12/60

October 12, 1960

ALISTAIR COOKE NAMED HOST OF 'DOW HOUR OF GREAT MYSTERIES'

Alistair Cooke has been selected as host on the "Dow Hour of Great Mysteries," starting with the Tuesday, Oct. 18 program, "The Inn of the Flying Dragon," on the NBC-TV Network (10-11 p.m. EDT). He replaces Joseph N. Welch, who died on Oct. 6.

Cooke was born in England and came to the U. S. originally in 1932 to study theatre at Yale and Harvard. He returned to England and then on his second arrival in the U. S. in 1937 started his memorable series of broadcasts to England interpreting the American scene. He became an American citizen and lives here permanently. He is also host on the NBC-TV "Omnibus" series and is a regular correspondent of the Manchester Guardian, a leading British newspaper.

CREDITS FOR 'THE INN OF THE FLYING DRAGON' ON 'DOW HOUR OF GREAT MYSTERIES'

Program: "The Inn of the Flying Dragon"

Series: "Dow Hour of Great Mysteries"

Telecast: NBC-TV Network Tuesday, Oct. 18 (10-11 p.m. EDT).

Cast: Farley Granger as.....Richard Beckett
Hugh Griffith as.....Captain Harmonville
Macha Meril as.....Countess Janine St. Alyre
Barry Morse as.....Count St. Alyre
Milton Selzer as.....Gaillarde
Michael Shillo as.....The Inspector
Pierre Epstein as.....The Innkeeper

Program Host: Alistair Cooke

Storyline: Richard Beckett, a young Englishman, stops at an old inn in France on his way to Monte Carlo. There he meets adventure -- in the guise of a lovely young Countess with whom he falls in love, and her detestable, elderly husband. A police captain asks Beckett's aid in tracking down the Count for illegal activities.

Director: David Greene

Producer: Robert Saudek Associates

Designer: Henry May

Costumes: Saul Bolasni

Story by: Joseph Sheridan Le Fanu

Teleplay: Sheldon Reynolds

Sponsor: Dow Chemical Company

Agency: MacManus, John and Adams, Inc.

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NBC-New York, 10/12/60

CHECKING FOR 'THE INN OF THE FLYING DRAGON'
ON 'DOW HOUR OF GREAT MYSTERIES'

gram: "The Inn of the Flying Dragon"

ts: "Dow Hour of Great Mysteries"

ecast: NBC-TV Network Tuesday, Oct. 18 (10-11 p.m. MST).

t: Farley Granger as.....Richard Trevelt

Rod Griffith as.....Captain Barnesville

Bruce Merril as.....Terrence Devlin Jr. (Jim

Larry Dorne as.....Lt. Clyde

Ralph Baker as.....Gilliard

Miguel Ubilla as.....The Trespasser

Pierre Jourdin as.....The Innkeeper

gram Hood: Allistair Cocus

rgline: Richard Beckett, a young Englishman, opens an old

Inn in France on his way to Monte Carlo. There he

meets adventure -- in the guise of a lovely young

Countess with whom he falls in love, and her disagree-

ble, elderly husband. A police captain and

Beckett's aid in tunneling down the Count for illegal

activities.

Devid Dresser

Robert Burbik Associates

Ruel Bollard

Joseph Sheridan Le Fanu

Sheldon Reynolds

Dow Chemical Company

Mac Manus, John and Adams, Inc.

CREDITS FOR 'BOWLING STARS' SERIES ON NBC-TV NETWORK

Date and Time:	"Bowling Stars," NBC-TV Network, Saturdays, 4:30 to 5 p.m. NYT.
Premiere:	Saturday, Oct. 15.
Format:	Taped telecast featuring two of nation's top bowlers in a three-game head-to-head match. Telecast picks up action during second game. Winner, as determined by total pinfall in three-game series, returns following week until defeated.
Prize Money:	Winner earns $1,000 and loser gets $1 per pin for three-game series. Both bowlers receive $10 per pin for each pin over 700 for the series. There is also special prize of $10,000 for rolling a perfect (300) game on-camera -- in either second or third game.
(Opening Show:	Carmen Salvino versus Lee Jouglard.)
Commentator:	Bud Palmer
Production By:	NBC Telesales
Producer:	Perry Smith
Director:	Harry Coyle
Sponsor:	General Mills Inc.
Agency:	Knox Reeves Advertising Inc.
Origination:	Taped at Skytop Lanes near White Plains, N. Y.
NBC Press Representative:	Bob Goldwater, New York.

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NBC-New York, 10/12/60

JACK TRACY
ROOM 320

NBC TELEVISION NETWORK NEWS

October 13, 1960

"AMERICA'S MUSIC"

Nation's Musical Heritage to Be Showcased in Full-Hour TV Series To Be Produced by NBC Special Projects With Score by Robert Russell Bennett

A series of full-hour events showcasing America's tuneful musical heritage will be produced by NBC Special Projects for presentation next season on the NBC-TV Network, David Levy, Vice President, Programs and Talent, announced today.

Donald B. Hyatt, director of Special Projects and producer-director of the network's "Project 20," will be executive producer of the new venture, which will be titled "America's Music."

Robert Russell Bennett, music director of "Project 20" and one of the best-known figures in American music today, will score the new productions in what Hyatt termed a "fast-moving and foot-tapping manner."

To produce and write the initial programs Hyatt has engaged William Nichols, for seven years the idea man for "Your Hit Parade" and producer of the first two "Bell Telephone Hour" TV programs. Nichols was producer and writer for "Those Ragtime Years," a soon-to-be-telecast "Project 20" event in which Hoagy Carmichael stars as narrator and performer.

As outlined by Hyatt, "America's Music" will be a "broad extension" of "Project 20" techniques developed in the recent

(more)

"Oscar Hammerstein II: An Appreciation" and in "Those Ragtime Years," which will offer for the first time on TV a music show blending drama, historic motion picture film and still-pictures-in-motion with authentically recreated musical numbers.

"America's Music" will tell the stories of the personalities and musical ideas that have enabled the nation to make a rich contribution to world culture, Hyatt said. Subjects being developed include musical comedy, from "The Black Crook" to "The Sound of Music"; the songs of wartime, from the American Revolution to World War II; and the big brass bands, from the time of the village bandstands to today's football marching bands with their drum majorettes.

The strange world of Tin Pan Alley, the record industry and the dance will be explored in further programs. The blues, jazz and the swing of the 1930s will be treated in individual shows. Stories of notable songwriters like Richard Rodgers, Jerome Kern, George Gershwin, Victor Herbert, and Stephen Foster also are on the agenda.

"We will stress a narrative approach in what we hope will be gay but important looks at ourselves and our music," Hyatt said. "America's music was not created or performed in a historical vacuum, and we will showcase the music in the context of its time and place,--the social and political environment of the period."

Each program will have a musical storyteller like Hoagy Carmichael in "Those Ragtime Years," which will be the first of the current season's "Project 20" events.

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NBC-New York, 10/13/60

October 13, 1960

THREE 'JACK PAAR SHOWS' TO ORIGINATE IN HAWAII

\- - -

And on Return Trip, Hollywood Will Be Program Setting For Eight Telecasts of the Late-Night Series

Little grass shacks, tropical breezes and the graceful hula will be part of NBC-TV's "Jack Paar Show" when it originates a trio of programs from the Hawaiian Islands in November. Paar, Hugh Downs, Jose Melis and members of the show family -- Peggy Cass, Buddy Hackett and Jonathan Winters -- will make the trip.

Paar will tape the three programs for presentation (in black and white only) on the NBC-TV Network Wednesday through Friday, November 9, 10 and 11 in the usual 11:15 p.m. to 1 a.m. EST time spot. The tapes will be flown to NBC in Hollywood for transmission over the network.

The shows will originate at the Hawaiian Village Hotels in Waikiki, where an oceanside restaurant will be converted into a special TV studio accommodating an audience of 300.

Paul Orr, producer of the show, plans to integrate native entertainment into the usual conversational format of the program. Examples of Polynesian and Tahitian dancing will be shown along with singing and comedy acts by leading Hawaiian entertainers.

Personalities from the islands will also be invited to appear on the conversation panel.

(more)

Film segments of Hawaiian activities -- such as skin-diving and surf-riding and tours of outlying islands will also be integrated into the format.

During the two weeks which follow the Hawaiian origination, Paar will telecast from the NBC studios at Hollywood and Vine in Hollywood. These telecasts will also be in black and white. Monday through Thursday of each week -- Nov. 14-17 and Nov. 21-24 -- will be the dates of Hollywood-originated Paar shows, with the two Friday telecasts (Nov. 18 and 25) consisting of "Best of Paar" programs (taped highlights from previous shows).

This is the show's fourth trip to the West Coast. Last year Paar had a guest list which included some of the top names in showbusiness and the programs which resulted were acclaimed as some of Paar's best.

A "Best of Paar" show will be telecast on Monday, Nov. 7. The program will be pre-empted Tuesday, Nov. 8 for election returns.

Monday-through-Friday telecasts will resume from New York on Nov. 28.

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NBC-New York, 10/13/60

October 13, 1960

RED CARPET AWARD TO DINAH SHORE FROM HOLLYWOOD AD CLUB SPOTLIGHTS UNIQUE RELATIONSHIP BETWEEN STAR, SPONSOR AND AGENCY

Dinah Shore has a new addition to her collection of awards, citations and trophies -- a piece of carpeting emblematic of the Red Carpet Award of the Hollywood Advertising Club.

Dinah won her latest laurels at an award banquet this week at the Hollywood Roosevelt Hotel in recognition of her continued excellence as a television performer and for her unique association with the only sponsor she has ever had throughout her 10 years on television -- the Chevrolet Division of General Motors.

Chevrolet also was honored along with its advertising agency, Campbell Ewald Company.

Paying tribute to Miss Shore was Philip McHugh, Vice President in charge of radio-TV for the agency, who gave principal credit to Miss Shore for this enduring relationship among artist, sponsor and agency. Following McHugh, Jack Izard, Chevrolet's Detroit-based advertising manager, cited Miss Shore's sponsor identification as the highest of any on television.

Dinah, in accepting the award, disclosed that this romance between performer and product envelops her entire family. Husband George Montgomery, she said, feels bound to make suggestions to the engineering department of Chevrolet, son John David habitually points to the Chevy logo in magazine ads and exclaims, "That's my Mom," and daughter Melissa finds talent for the program.

("The Dinah Shore Chevy Show" is colorcast on the NBC-TV Network Sundays, 9-10 p.m. EDT.)

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CREDITS FOR PROFESSIONAL BASKETBALL TELECASTS ON NBC-TV NETWORK DURING 1960-61 SEASON

Days and Times:	Saturdays (starting Oct. 15) 2 p.m. NYT to conclusion (approximately 4:15 p.m.); Sundays (starting Jan. 8) 2:30 p.m. NYT to conclusion (approximately 4:45 p.m.).
Coverage:	Telecasts of 37 National Basketball Association games -- 28 regular-season games, eight playoff contests and one pre-season exhibition (Cincinnati Royals vs. St. Louis Hawks Oct. 15). This is the seventh consecutive season that NBC-TV is televising pro basketball.
Originations:	Four regular-season games each from Syracuse, Philadelphia, Detroit and Los Angeles. Three games each from New York, Boston, Cincinnati and St. Louis.
Commentator:	Bud Palmer.
Producer:	Lou Kusserow.
Directors:	Ted Nathanson and Harry Coyle.
NBC Press Representative:	Bob Goldwater (New York).

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NBC-New York, 10/13/60



NBC-TV NETWORK COLORCAST SCHEDULE

For November (All Times EST)

Tuesday through Friday, Nov. 1-4

6-6:30 a.m. -- "Continental Classroom" - Modern Chemistry

6:30-7 a.m. -- "Continental Classroom" - Contemporary Mathematics

10:30-11 a.m. -- "Play Your Hunch" - Merv Griffin is emcee.

11-11:30 a.m. -- "The Price Is Right" - Bill Cullen is emcee.

12:30-1 p.m. -- "It Could Be You" - Bill Leyden is emcee.

2-2:30 p.m. -- "The Jan Murray Show"

Tuesday through Thursday, Nov. 1-3

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Tuesday, Nov. 1

10-11 p.m. -- "The Dean Martin Show" - Dean's guests are Dorothy Provine, David Rose and his Orchestra, Don Knotts and special guest Frank Sinatra.

Wednesday, Nov. 2

9-10 p.m. -- "Perry Como's Kraft Music Hall."

Thursday, Nov. 3

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.

Saturday, Nov. 5

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

7:30-8:30 p.m. -- "Bonanza"

(more)

Sunday, Nov. 6

6-7 p.m. -- "Meet the Press" - program is one-hour in length today.

7-8 p.m. -- "The Shirley Temple Show" presents "Emmy Lou," starring Fred Clark and Jimmy Boyd, with special guest Frankie Avalon.

9-10 p.m. -- "The Dinah Shore Chevy Show" -- Dinah presents a program of talent from Spain and Portugal.

Monday through Thursday, Nov. 7-10

6-6:30 a.m. -- "Continental Classroom" - Modern Chemistry

6:30-7 a.m. -- "Continental Classroom" - Contemporary Mathematics

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

NOTE: "The Jack Paar Show" will be telecast in black and white only during its visits to California and Hawaii. Program will resume colorcasts on Nov. 28.

Wednesday, Nov. 9

8:30-9 p.m. -- "The Price Is Right" - with Bill Cullen

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Nov. 10

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford.

Friday, Nov. 11

Today is "Color TV Day--USA" on NBC. Nine and one quarter hours of programming will be colorcast.

(more)

Friday, Nov. 11 (Cont'd)

6-6:30 a.m. -- "Continental Classroom" - Modern Chemistry

6:30-7 a.m. -- "Continental Classroom" - Contemporary Mathematics

7-9 a.m. -- "The Dave Garroway Today Show"

10-10:30 a.m. -- "Dough Re Mi" - with Gene Rayburn.

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

11:30 a.m.-12 noon -- "Concentration" - Hugh Downs is host.

12 noon-12:30 p.m. -- "Truth or Consequences" - with Bob Barker.

12:30-1 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

3-3:30 p.m. -- "Young Doctor Malone"

3:30-4 p.m. -- "From These Roots"

4:30-5 p.m. -- "Here's Hollywood"

6:45-7 p.m. -- "Texaco Huntley-Brinkley Report"

9-10 p.m. -- "The Bell Telephone Hour" presents "And Freedom Sings," with David Wayne as host. Stars are Alfred Drake, Mindy Carson, Barbara Cook, Genevieve and Gisele MacKenzie. The U. S. Military Academy Glee Club and The Bell Telephone Orchestra will be directed by Donald Voorhees.

Saturday, Nov. 12

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

7:30-8:30 p.m. -- "Bonanza"

Sunday, Nov. 13

6-6:30 p.m. -- "Meet the Press"

7-8 p.m. -- "The Shirley Temple Show" presents "The Reluctant Dragon," starring Shirley Temple, John Raitt, Alice Pearce and J. Pat O'Malley.

(more)

Sunday, Nov. 13 (Cont'd)

9-10 p.m. -- "The Chevy Show" presents "The Grand National World Championship Rodeo," starring Roy Rogers and Dale Evans.

Monday through Friday, Nov. 14-18

6-6:30 a.m. -- "Continental Classroom" - Modern Chemistry

6:30-7 a.m. -- "Continental Classroom" - Contemporary Mathematics

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

Wednesday, Nov. 16

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Nov. 17

9:30-10 p.m. -- "The Ford Show"

Saturday, Nov. 19

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

7:30-8:30 p.m. -- "Bonanza"

Sunday, Nov. 20

6-8 p.m. -- "The Hallmark Hall of Fame" presents Shakespeare's "Macbeth," starring Maurice Evans and Dame Judith Anderson.

9-10 p.m. -- "The Chevy Show"

Monday through Wednesday, Nov. 21-23

6-6:30 a.m. -- "Continental Classroom" - Modern Chemistry

6:30-7 a.m. -- "Continental Classroom" - Contemporary Mathematics

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

(more)

5 - NBC-TV Network Colorcast Schedule for November

Wednesday, Nov. 23

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

Thursday, Nov. 24

10:30-11 a.m. -- "Play Your Hunch"

11 a.m.-12 noon -- "Macy's Thanksgiving Day Parade"

12:30-1 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

5:30-6:30 p.m. -- "No Place Like Home," a musical revue special starring Jose Ferrer, Rosemary Clooney, Dick Van Dyke and Carol Burnett.

9:30-10 p.m. -- "The Ford Show"

Friday, Nov. 25

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

9-10 p.m. -- "The Bell Telephone Hour" presents Helen Hayes and Farley Granger in a dramatization-with-music based on incidents in the life of Tchaikovsky. Also starring are Jane Powell, Johnny Desmond, pianist Grant Johannessen, violinist Michael Rabin and dancers Jacques D'Amboise and Lupe Serrano. Donald Voorhees conducts the Bell Telephone Orchestra.

Saturday, Nov. 26

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects"

7:30-8:30 p.m. -- "Bonanza"

(more)

6 - NBC-TV Network Colorcast Schedule for November

Sunday, Nov. 27

6-6:30 p.m. -- "Meet the Press"

7-8 p.m. -- "The Shirley Temple Show"

9-10 p.m. -- "The Chevy Show"

Monday through Wednesday, Nov. 28-30

6-6:30 a.m. -- "Continental Classroom" - Modern Chemistry

6:30-7 a.m. -- "Continental Classroom" - Contemporary Mathematics

10:30-11 a.m. -- "Play Your Hunch"

11-11:30 a.m. -- "The Price Is Right"

12:30-1 p.m. -- "It Could Be You"

2-2:30 p.m. -- "The Jan Murray Show"

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Wednesday, Nov. 30

8:30-9 p.m. -- "The Price Is Right"

9-10 p.m. -- "Perry Como's Kraft Music Hall"

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NBC-New York, 10/13/60

JACK TRACY
ROOM 320

October 14, 1960

AMERICAN TOBACCO WILL SPONSOR 'REMEMBER HOW GREAT,'
FULL-HOUR SPECIAL WITH JACK BENNY AS HOST,
ON THE NBC TELEVISION NETWORK FEB. 9

The American Tobacco Company will sponsor a special program titled "Remember How Great" on NBC-TV Thursday, Feb. 9, 1961, with Jack Benny as host, it was announced today by Edwin S. Friendly Jr., Director of Special Program Sales, NBC Television Network.

A musical variety program in the 8:30-9:30 p.m. (NYT) time period, "Remember How Great" will highlight some of the all-time popular hit songs of the past few decades to be sung by some of today's best known recording stars. Guest stars will be announced later.

Gil Rodin will produce the special program, with Greg Garrison as director. Hermes Pan, winner of a 1958 "Emmy" for best choreography for "An Evening with Fred Astaire," will be choreographer and stage director for the show.

The American Tobacco Company order was placed through Batten, Barton, Durstine & Osborn Inc.

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FOR RELEASE MONDAY, OCT. 17

EMINENT SCIENTISTS TO DEBATE DISARMAMENT ON "THE NATION'S FUTURE"

Dr. Teller and Dr. Szilard Also Will Answer Questions from Other Scientists and Members of Press and Public in Three Cities For Premiere of Nation-Wide Debate Series on NBC-TV

A debate between two of the world's most distinguished nuclear scientists on whether disarmament is possible or desirable will be the first program of "The Nation's Future," a new series of nation-wide debates on vital issues starting on the NBC-TV Network Saturday, Nov. 12 (9:30-10:30 p.m. EST).

The two scientists are Dr. Edward Teller, frequently described as "father of the Hydrogen Bomb," and Dr. Leo Szilard, who played a leading role in the development of the Atomic Bomb. They will debate the issue and will answer questions from other outstanding scientists and from members of the press and public gathered in NBC Studios in New York, Chicago and Los Angeles.

Irving Gitlin, executive producer of "The Nation's Future," said that each program in the new series would present two prominent leaders in public life debating an issue on which they are known to hold opposing views, while simultaneous meetings on that issue are held around the country. He said that the debates "will fill the urgent need for widespread public participation in current affairs and will provide a major country-wide rallying point for coming to grips with the most pressing problems of the day."

(more)

Moderator of the series will be John K. M. McCaffery, television newsman, author, former book-publishing and magazine editor, and former moderator of the program, "The Author Meets the Critic." The series will be produced by Robert Allison, who has produced or written "The People's Platform," "Issues on Trial," "Invitation to Learning," "The Search," "Adventure" and other public affairs series.

The first program will originate in the NBC Studios in New York, where Dr. Teller, Dr. Szilard and McCaffery will face an audience of scientists, reporters and the public. There will be cutaways to the NBC Studios in Chicago and Los Angeles where similar audiences will be assembled. In later programs, other cities will be used for these remote originations.

The format of the series calls for a brief statement by each of the two participants summarizing his basic position on the issue. This is followed by a three-minute prepared statement expressing his position in greater detail. The two then engage in a free discussion, during which each will have the opportunity to cross-examine the other at length. The foregoing will take up the first half of the program, while the remaining half will be given over to questions from the studio audience, both at the originating point and at the remote locations.

The format of the premiere program will be modified slightly, however. Dr. Szilard plans to waive his introductory statement and will comment immediately on Dr. Teller's statement.

The staff of "The Nation's Future" is working with 50 organizations, representing a membership of more than 30,000,000, to set up local meetings that will be held simultaneously with the program and

will follow it up with their own discussions. Every third program will be limited to a half hour, so that NBC affiliated stations may, if they choose, devote the remaining half hour to a program on the same issue from a local point of view.

Dr. Edward Teller was associated with the Manhattan Project which developed the first Atomic Bomb, and was a leading architect of the Hydrogen Bomb. He is a professor at the University of California and the former director of the Radiation Laboratory at Livermore. On a recent "Meet the Press" program he urged that the United States resume nuclear testing "underground and possibly in interplanetary space."

Dr. Leo Szilard, professor at the University of Chicago, worked with Enrico Fermi in devising the chain reaction system, composed of uranium and graphite, which was used in setting up the chain reactions achieved at the University of Chicago in 1942. This chain reaction was a key to the successful development of the A-Bomb.

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NBC-New York, 10/14/60

NBC IN CHARGE OF COLOR PRODUCTION FOR FIRST BIG-SCREEN COLOR TV CLOSED CIRCUIT PROGRAM TO BE USED ON NATIONAL COMMERCIAL SCALE

- - -

Celanese Fibers Company Will Have Showings in 34 Major Cities

FOR RELEASE MONDAY A.M., OCT. 17

The National Broadcasting Company will be in charge of color production in the first big-screen projection color TV closed-circuit presentation to be used on a national commercial scale later this month.

Celanese Fibers Company, a division of Celanese Corporation of America, will use the closed-circuit color TV showings in 34 major cities to introduce its new polyester fiber, Fortrel, beginning Oct. 24.

Theatre Network Television Inc. (TNT) will produce the program and provide large-screen color TV production for the network. Ellington & Company Inc., advertising agency for Celanese, has principal creative responsibility for the presentation.

Close to 10,000 officials of the nation's leading retail stores in the 34 cities will view the closed-circuit telecast on screens 4½ feet x 6 feet at a series of meetings scheduled in their various cities between Monday, Oct. 24, and Wednesday, Nov. 2.

The 45-minute program will give retailers information about Fortrel along with Celanese plans to advertise and promote the fiber, according to Louis Laun, Vice President and Director of Marketing of the fibers company.

(more)

Following is the schedule of meetings for the closed-circuit color TV showings:

Monday, Oct. 24 -- New York, Charlotte, Chicago, Providence and St. Louis; Tuesday, Oct. 25 -- Atlanta, Dallas, Louisville, Miami and Milwaukee; Wednesday, Oct. 26 -- Detroit, Houston, Memphis, Philadelphia, Richmond and Rochester; Monday, Oct. 31 -- Baltimore, Boston, Cleveland, Denver, Indianapolis and Los Angeles; Tuesday, Nov. 1 -- Buffalo, Cincinnati, Minneapolis-St. Paul, New Orleans, San Diego, San Francisco and Washington (D. C.); and Wednesday, Nov. 2 -- Birmingham, Kansas City (Mo.), Pittsburgh, Portland (Ore.) and Seattle.

In addition, there will be a showing Tuesday, Oct. 25, in New York to a special textile industry audience representing major mills, converters and cutters.

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NBC-New York, 10/14/60

NBC COLOR TELEVISION NEWS

October 14, 1960

DEAN MARTIN MAKES FIRST TV APPEARANCE OF SEASON
ON NBC 'DEAN MARTIN SHOW' COLORCAST NOV. 1
WITH FRANK SINATRA AS SPECIAL GUEST

Dean Martin will make his first television appearance this season on "The Dean Martin Show," a special full-hour colorcast on the NBC-TV Network Tuesday, Nov. 1 (10-11 p.m. EST).

Frank Sinatra will be his special guest star.

Joining Dean and Frank will be Dorothy Provine, David Rose and his Orchestra, and Don Knotts.

Sponsored by the Speidel Corp. through Norman Craig & Kummel Inc., "The Dean Martin Show" will be produced by Jack Donahue and written by Herbert Baker. Jack Baker will do the choreography.

October 14, 1960

LEWIS P. JOHNSON IS PROMOTED TO POST OF MANAGER,
EASTERN OFFICE, NBC RADIO SPOT SALES

The promotion of Lewis P. Johnson to the position of Manager, Eastern Office, NBC Radio Spot Sales, was announced today by Frederick T. Lyons Jr., Director, NBC Radio Spot Sales.

Mr. Johnson has been employed by NBC since June, 1958, and comes to his present job from the position of Sales Manager, WRCV (NBC's owned radio station in Philadelphia). Before that he was General Sales Manager for the Storer Broadcasting Company in Philadelphia and a member of the Katz Agency sales force.

He was born in Ottawa, Ill., Oct. 27, 1922. In 1946 he graduated from the University of Chicago with a degree in Business Administration. During World War II, as Squadron Operations Officer with the U. S. Air Force in Europe, he flew 70 fighter missions over Germany. He was discharged in 1945 with the rank of Captain.

Mr. and Mrs. Johnson and their two sons, Scott, 10, and David, 7, are moving their residence to New York from Philadelphia.

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'BELL TELEPHONE HOUR' TO GO ON LOCATION FIRST TIME

Will Visit Disneyland for 'Sounds of America'

FOR RELEASE MONDAY, OCT. 17

For the first time, NBC-TV's "Bell Telephone Hour" will go on location to present a program -- "The Sounds of America," which will originate in Disneyland. The various "lands" of the Disney recreation park will be the background for both original and familiar music. Composer-conductor Gordon Jenkins will compose music especially for this program, and also will conduct the Bell Orchestra.

Dancers Gene Nelson and Jacques D'Amboise will take viewers on a musical-and-dance tour of many of the "life-size" Americana exhibits. Disneyland personnel, from frontiersmen to people in the world of fantasy, will participate in the program. The Earl Twins, Ruth and Jane, who scored recently on NBC-TV's "Astaire Time," will be seen with Nelson and D'Amboise in dances choreographed by Hermes Pan.

The theme of the show will be characteristic sounds of America. Jenkins is composing various themes, as well as arranging familiar tunes, for this show. A special film, illustrating sound in America -- from the fizz of a soda fountain to the noise of traffic -- was created by Irving Jacoby for on the Bell program, which will be presented in February, on a date to be announced soon. Barry Wood is executive producer of the program, which is a Henry Jaffe Enterprise. Sidney Smith will be producer-director of this program, which will be on tape.

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NBC NEWS



October 14, 1960

PAUL CUNNINGHAM AND MARTIN AGRONSKY OFFER MORE CAMPAIGN INTERVIEWS AND REPORTS AND WILL SUM UP TOUR ON 'THE DAVE GARROWAY TODAY SHOW'

The third week of political reports on "The Dave Garroway Today Show" (NBC-TV Network, Monday through Friday 7-9 a.m. EDT) will cover Eastern and Midwestern areas of the United States.

On Monday, Oct. 17 (at 7:45 a.m. EDT), Paul Cunningham will talk to Walter Reuther, President of the United Automobile Workers, from studios in Detroit. The interview will cover organized labor in Michigan and whether it will be strong enough to successfully support a Democratic candidate. Reuther will also be questioned on the dispute between the two candidates on the question of labor arbitration.

On Tuesday, Oct. 18 (at 7:45 a.m. EDT), Cunningham will interview Negro leaders in Chicago about the power of the Negro vote in the important electoral state of Illinois.

On Wednesday, Oct. 19 (at 7:45 a.m. EDT), Martin Agronsky will visit the steel mills in Western Pennsylvania. He will talk to business men, steel workers and local politicians in an effort to assess the political trends in this critical area. Agronsky will question the issue of arbitration in labor disputes.

(more)

On Thursday, Oct. 20 (at 7:15 a.m. EDT), Agronsky will talk to Ohio's Governor Michael V. DiSalle (Dem.) and Republican state chairman Ray Bliss about the role this important state will play in the upcoming election. The interview will originate in Columbus, Ohio.

On Friday, Oct. 21 (at 7:45 a.m. EDT) the program will present a summation from the two reporters, Agronsky and Cunningham, of their three-week tour of key political areas across the country.

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NBC-New York, 10/14/60

15 NBC-TV PERSONALITIES RECEIVE CHRISTOPHER TELEVISION AWARDS

FOR RELEASE MONDAY, OCT. 17

Fifteen NBC-TV personalities were named today as recipients of the annual Christopher television awards for the year ending Sept. 25, 1960.

In making the announcement, Father James Keller, founder of the Christophers, pointed out that the winners had been cited "for using their God-given talent to present programs that exemplified the great potential of television to inform, inspire and entertain."

Each winner received a bronze medallion inscribed with the Christopher motto: "Better to light one candle than to curse the darkness."

Following is a list of NBC-TV recipients of the awards:

Producer-director Clark Jones and writers Herbert Baker, Billy Friedberg and Will Glickman for the March 16 program of "Perry Como's Kraft Music Hall."

Producer-writer Lou Hazam and photographer Joe Vadala for the "World Wide 60" presentation of "Way of the Cross" on April 16.

Producer-director Donald B. Hyatt, writer Richard Hanser and musical director Robert Russell Bennett for "Mark Twain's America," the April 22 program of "Project 20."

(more)

2 - Christopher Awards

Executive producer Julian Goodman, producers Reuven Frank and Elmer Lower, supervisor William R. McAndrew and anchormen Chet Huntley and David Brinkley for their coverage of the national political conventions July 11 through 15, and July 25 through 28.

The aim of the Christopher movement is to encourage individuals in all walks of life to show a personal responsibility in applying sound human and spiritual values to the great spheres of influence, especially government, labor relations, education, literature and entertainment.

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NBC-New York, 10/14/60

NBC NEWS



JACK TRACY
ROOM 320

October 17, 1960

SENATORS JACKSON AND MORTON, MAJOR PARTY NATIONAL CHAIRMEN, TO APPEAR ON 'MEET THE PRESS' PROGRAM SUNDAY, OCT. 23

Senators Henry M. Jackson (D.-Wash.) and Thruston B. Morton (R.-Ky.), chairmen, respectively, of the Democratic and Republican National Committees, will appear jointly on "Meet the Press" Sunday, Oct. 23. "Meet the Press," a Public Affairs presentation of NBC News, is colorcast on the NBC-TV Network, 6 p.m. EDT, and broadcast on NBC Radio, except WNBC, as part of "Monitor," 6:30 p.m. EDT; WNBC time, 6:35 p.m. EDT.

The two political leaders will be interviewed together in NBC's Washington, D. C., Studios and questions will be directed to each alternately. Panel members will be Robert McCormick, NBC News correspondent; John Steele, of Time and Life; Allen Drury, of The Reader's Digest, and Lawrence E. Spivak, producer and permanent panelist of "Meet the Press." Ned Brooks will moderate.

-----o-----

MORT HOCHSTEIN IS APPOINTED SENIOR COLUMN EDITOR,
NEWS AND PUBLIC AFFAIRS, NBC PRESS DEPARTMENT

Mort Hochstein has been appointed Senior Column Editor, News and Public Affairs, it was announced today by Ellis Moore, Director, NBC Press and Publicity.

Mr. Hochstein has been with the NBC Press Department since April, 1954, and has been a member of its newspaper contact unit since 1955. In his new position he will be specializing in publicity for the network's growing schedule of news and public affairs programs.

As a member of the NBC Press Department, Mr. Hochstein was unit publicist for the Steve Allen, Perry Como, Sid Caesar and Martha Raye television programs. Before joining NBC he was a reporter for the Plainfield, N. J. Courier-News; a managing editor at Chain Store Age, magazine publishers; and an account executive at Lynn Farnol, public relations agency. He is a graduate of Syracuse University. He and his wife, Rolaine, and their children, Eric, 4, and Kate, 2, live in Tenafly, N. J.

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NBC COLOR TELEVISION NEWS

NBC-TV NETWORK COLORCAST SCHEDULE

For Week of Oct. 23 - 29 (All Times EDT)

Sunday, Oct. 23

6-6:30 p.m. -- "Meet the Press" today's guests are Senators Henry M. Jackson (D.-Wash.) and Thruston B. Morton (R.-Ky.).

7-8 p.m. -- "The Shirley Temple Show" presents "Little Men," starring Miss Temple, Fernando Lamas and Bobby Crawford.

9-10 p.m. -- "The Dinah Shore Chevy Show" presents "South Pacific Holiday." Dinah's guests are Jonathan Winters, The Marquis Chimps, and singers, dancers and musicians from the South Pacific area.

Monday through Friday, Oct. 24-28

6-6:30 a.m. -- "Continental Classroom" - Modern Chemistry

6:30-7 a.m. -- "Continental Classroom" - Contemporary Mathematics

10:30-11 a.m. -- "Play Your Hunch" - Merv Griffin is host.

11-11:30 a.m. -- "The Price Is Right" - Bill Cullen is host.

12:30-1 p.m. -- "It Could Be You" - Bill Leyden is host.

2-2:30 p.m. -- "The Jan Murray Show"

Monday through Thursday, Oct. 24-27

11:15 p.m.-1 a.m. -- "The Jack Paar Show"

Monday, Oct. 24

9:30-11 p.m. -- "The Hallmark Hall of Fame" presents "Shangri-La," starring Richard Basehart, Marisa Pavan, Gene Nelson, Alice Ghostley, Helen Gallagher and guest star Claude Rains.

(more)

Wednesday, Oct. 26

8:30-9 p.m. -- "The Price Is Right" - with Bill Cullen.

9-10 p.m. -- "Perry Como's Kraft Music Hall" - Perry's guests tonight include Jane Powell, Thelma Ritter and Andy Williams.

Thursday, Oct. 27

9:30-10 p.m. -- "The Ford Show," starring Tennessee Ernie Ford with tonight's guest, Cliff Arquette.

Friday, Oct. 28

9-10 p.m. -- "The Bell Telephone Hour" presents "One Nation Indivisible," starring Robert Preston, Dorothy Collins, Bill Hayes, Mahalia Jackson, Peter Palmer, Jimmie Rodgers, Jo Stafford, and the Dukes of Dixieland. Donald Voorhees conducts the Bell Telephone Orchestra.

Saturday, Oct. 29

10-10:30 a.m. -- "The Shari Lewis Show"

10:30-11 a.m. -- "King Leonardo and His Short Subjects."

7:30-8:30 p.m. -- "Bonanza" - tonight - "The Abduction."

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NBC-New York, 10/17/60

JACK TRACY
ROOM 320

October 18, 1960

"THE NATION'S FUTURE"

Sir Julian Huxley and Jacques M. de Wilmars, Noted Authorities On Population Problems, Will Debate Question of Need For "International Birth Control" on NBC-TV Series

Two of the world's foremost authorities on population problems will debate the question: "Is international birth control needed to head off world disaster?" on the second program of "The Nation's Future" on the NBC-TV Network Saturday, Nov. 19 (9:30-10:30 p.m. EST).

Sir Julian Huxley, distinguished British scientist and former director general of UNESCO, will take the affirmative. Jacques Mertens de Wilmars of Belgium, chairman of the United Nations Population Commission, will take the negative.

They will be flown to the United States to participate in the broadcast. Under the format of "The Nation's Future," they will make brief opening statements of their positions, will cross-examine one another, and will be questioned by other experts and reporters. The program will originate in New York. Studio audiences will be gathered in New York and in two other cities to be announced.

Irving Gitlin, executive producer of "The Nation's Future," said that the debate would deal with the economic, scientific, ethical and religious factors involved in the use of birth control to counter the "population explosion" that is taking place in many parts of the world.

(more)

2 - "The Nation's Future"

Sir Julian Huxley, British biologist and authority on genetics and evolution, headed UNESCO from 1946 to 1948 and was knighted by Queen Elizabeth in 1958. He is an exponent of birth control "on a world scale and as soon as possible."

Jacques Mertens de Wilmars is a member of the cabinet of the Belgian government and a professor of economics and demography at the University of Louvains, in addition to his United Nations post.

"The Nation's Future" starts Nov. 12 with a debate between Dr. Edward Teller and Dr. Leo Szilard on the question of whether disarmament is possible or desirable. The series is produced by Robert Allison.

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NBC-New York, 10/18/60



October 18, 1960

NIXON-KENNEDY DEBATES TO BE STUDIED FOR POSSIBLE INFLUENCE ON VOTERS' DECISION IN "CAMPAIGN AND CANDIDATES" PROGRAM

A study of the debates between Vice President Nixon and Senator Kennedy as they may influence the decision of voters around the country on Election Day will be presented on "The Campaign and the Candidates" Saturday, Oct. 22 (9:30-10:30 p.m. EDT).

In filmed man-in-the-street interviews, NBC News correspondents will ask the question: "How are the Nixon-Kennedy debates influencing your decision on Nov. 8." The interviews will be held in nine cities, including New York, Philadelphia, Chicago, Dallas, Los Angeles and Denver. The program also will include excerpts of the fourth radio and television debate between the two candidates scheduled for the evening of Oct. 21, and an evaluation of the crowds that have gathered to see and hear the two nominees on their campaign tours.

Correspondents Sander Vanocur and Herb Kaplow will report on a nation-wide NBC News survey estimating the relative strength of Vice President Nixon and Senator Kennedy in each of the 50 states. Robert McCormick and Frank McGee will report on the contests for seats in the Senate and House.

(more)

2 - 'The Campaign and the Candidates"

John Chancellor, who has returned from Moscow to cover the election, will describe the changes he has noted in American politics since he left the U.S. four years ago. Correspondents Robert Abernethy and Bill Ryan will examine the campaigns of Vice Presidential candidates Johnson and Lodge, respectively.

Frank McGee will be anchorman on the program, which will be produced by Chet Hagan and directed by Robert Priaulx.

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NBC-New York, 10/18/60

FOR RELEASE AT 2:30 P.M. EDT, WEDNESDAY, OCT. 19

NBC TELEVISION PROGRAMS WIN FOUR OUT OF SIX 'GOLDEN MIKE' AWARDS OF AMERICAN LEGION AUXILIARY FOR 1960

NBC Television programs have won four of the six 1960 "Golden Mike" awards presented by the American Legion Auxiliary for "the most outstanding radio and television programs of the year."

Two NBC-TV programs were selected in the Auxiliary's 11th annual poll of its nearly one million members. They are the "Texaco Huntley-Brinkley Report," adjudged the best current events program on radio or television, and "The Loretta Young Show," chosen as the program with the "greatest women's appeal on radio or television."

The Auxiliary's 80,000 junior members, voting an award for programs of "greatest appeal to youth," selected "The Man and the Challenge," presented last season on NBC-TV. A national jury named "Teen Talk," presented by WRC-TV, the NBC-owned station in Washington, D. C., as "America's best local program in the interest of youth in 1959-60."

The awards were announced at the Auxiliary's 40th annual convention in Miami Beach, Fla.

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October 18, 1960

HOSPITAL LIFE IS BUT ONE OF MANY DRAMATIC ELEMENTS IN 'YOUNG DOCTOR MALONE' SERIES ON NBC-TV NETWORK

- - -

Afternoon Episodes Are Presented Mondays Through Fridays

Hospital life is only one of the many dramatic elements in the story of "Young Doctor Malone" on the NBC-TV Network's Monday through Friday afternoon (3-3:30 p.m. NYT).

In addition to presenting the medical aspects of a doctor's life -- currently Dr. Jerry Malone is fighting a malpractice suit brought against him at the instigation of an "enemy" of the Malone family -- the program encompasses a wide range of personal relationships involving Dr. Jerry Malone and his hospital staff and members of his family.

Although NBC-TV's "Young Doctor Malone" has the same title as the radio series which began back in 1939 on NBC, the current TV version which premiered Dec. 29, 1958, is based on entirely new situations.

The daytime drama series centers around Dr. Jerry Malone (played by William Prince), head of Valley Hospital in Dennison, Md., and his family: wife Tracey (Augusta Malone); adopted son, Dr. David Malone (John Connell); the title role; daughter, Jill (Freda Holloway); and millionaire father-in-law Emory Bannister (Judson Laire).

Other important characters include Dr. Eileen Seaton (Emily McLaughlin), Dr. Ted Powell (Peter Brandon) and Dr. Stefan Koda (Michael Ingram), all on the staff of Valley Hospital; Tracy's sister, Faye Bannister (Lenka Peterson); Emory's wife, Clare (Lesley Woods);

(more)

Emory's former business associate -- and now his vowed enemy -- Lionel Steele (Martin Blaine); and Dr. David Malone's girlfriend, Dorothy Ferris (Florence Mitchel).

"Young Doctor Malone" is produced by Carol Irwin, who also produced the long-running "I Remember Mama" series, "Claudia" and "The Fannie Hurst Show." James Young, who was assistant director of "I Remember Mama," directs, and Ian Martin is the writer. "Young Doctor Malone" originates live from NBC's New York studios.

* * *

CREDITS FOR 'YOUNG DOCTOR MALONE' ON NBC-TV NETWORK

Time: NBC-TV Network, Monday through Friday, 3-3:30 p.m. NYT.

Format: Serial drama -- set in the Maryland town of Dennison -- about Dr. Jerry Malone, head of Valley Hospital; his wife Tracey; his adopted son, Dr. David Malone (the title role); Jill Malone, daughter of Dr. Jerry Malone; and the Bannisters, Dr. Jerry Malone's in-laws.

Cast:

Dr. Jerry Malone.....William Prince
Tracey Malone.....Augusta Dabney
Dr. David Malone.....John Connell
Jill Malone.....Freda Holloway
Emory Bannister.....Judson Laire
Clare Bannister.....Lesley Woods
Faye Bannister.....Lenka Peterson
Lionel Steele.....Martin Blaine
Dr. Ted Powell.....Peter Brandon

(more)

Cast: (Cont'd)	Dr. Stefan Koda.....Michael Ingram Dr. Eileen Seaton.....Emily McLaughlin
Producer:	Carol Irwin
Director:	James Young
Associate Producer:	Doris Quinlan
Associate Director:	Norman Cook
Writer:	Ian Martin
Unit Manager:	Clem Egolf
Music Director:	Billy Nalle
Original Starting Date:	Dec. 29, 1958
Sponsors (and Agencies):	Alberto-Culver Co. (Compton Advertising Inc; Chemstrand Corp. (Doyle Dane Bernbach Inc.), General Mills Inc. (Dancer-Fitzgerald-Sample Inc.), Gold Seal Company (Campbell-Mithum Inc.), H. J. Heinz Co. (Maxon Inc.), Thomas Lemming & Co. (William Esty Co. Inc.), Mennen Co. (Grey Advertising Agency Inc.), Miles California Co. (Wade Advertising Inc.), Plough Inc. (Lake-Spiro-Shurman Inc.), Procter and Gamble Co. (Dancer-Fitzgerald-Sample Inc.), Simoniz Co. (Dancer-Fitzgerald-Sample Inc.), and Sterling Drug (Dancer-Fitzgerald-Sample Inc.).
Origination:	Live, from NBC-TV's New York studios.
NBC Press Representative:	Stan Appenzeller (New York)

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NBC-New York, 10/18/60

JACK TRACY
ROOM 320

2-X-H

October 19, 1960

"OPERATION BALLOT" ON NBC-TV AND RADIO NETWORKS WILL PROJECT PRESIDENTIAL WINNER LONG BEFORE FINAL TALLY NOV. 8; RCA 501, "WORLD'S MOST MODERN DATA PROCESSING SYSTEM," WILL BE KEY TO OPERATION

"Operation Ballot" -- the most extensive use ever made of electronic data processing in projection of the final Presidential vote -- will take the "who?" out of this year's election returns early on the evening of Nov. 8, scant hours after the first returns are reported on the NBC Television and Radio Networks.

Key to the operation is the RCA 501, an electronic data processing system which will project the Presidential winner far in advance of the final tally.

"Operation Ballot" will mark the debut on television and in the field of politics for the RCA 501 system, described by its developers, Radio Corporation of America, as "the world's most modern data processing system."

NBC's Election Night coverage will be spearheaded by Chet Huntley and David Brinkley and backed by the same news staff which won universal acclaim for its performance at both nominating Conventions. Viewers or listeners who tune to the NBC Television and Radio Networks on Election Night will, through the RCA 501 system, secure voting results by scientific means in speed, scope and depth previously unattainable in political reporting and forecasting techniques.

(more)

2 - 'Operation Ballot'

Heart of "Operation Ballot" is RCA's New York Electronics Service Center at 45 Wall Street, New York, linked by special audio and video communications channels with NBC's New York Election Central in Studio 8-H at 30 Rockefeller Plaza, and with many additional sources of election information around the country.

Each time network coverage switches to the RCA data center, NBC News commentator Richard Harkness, assigned to "Operation Ballot," will report first the trends and subsequently the projected winner as indicated by the massive electronic system, capable of prodigious feats of speed and accuracy.

The early returns represent the sole ingredient required by the RCA 501 to begin projecting the final result.

Chief source for the returns will be NBC Studio 8-H, into which will come reports from NBC bureaus and correspondents across the country. These returns and others will be transmitted from Studio 8-H to the 501 Service Center by RCA's DaSpan -- the first digital communications system designed to integrate electronic data processing with remote operations.

It is estimated that it will take less than 40 seconds for any piece of information to reach the 501 in code from the time it is received in Studio 8-H by NBC as hard copy.

The first "Operation Ballot" projection will be made early Election Night. As additional information is received and fed into the system, revised projections will be made throughout the evening.

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NBC-New York, 10/19/60

NBC NEWS



October 19, 1960

FOURTH JOINT NIXON-KENNEDY APPEARANCE TO BE PRESENTED OCT. 21 FROM NEW YORK ON 3 MAJOR TV AND 4 RADIO NETWORKS

The fourth joint appearance by the major Presidential candidates, Vice President Richard M. Nixon and Senator John F. Kennedy, will be presented on the three major television and four radio networks in the United States Friday, Oct. 21 (10-11 p.m. EDT).

The program, to be produced by ABC, will originate in the ABC Television Center, 7 West 66th Street, New York. It will be presented on the television and radio networks of the American Broadcasting Company, the Columbia Broadcasting System and the National Broadcasting Company, and the radio network of the Mutual Broadcasting System.

The program will be a modified debate format on the subject of Foreign Policy.

ABC News commentator Quincy Howe will moderate the program. The panel of newsmen, representatives of the four networks, will include John Edwards, ABC News Washington commentator; Walter Cronkite, CBS News correspondent; Frank Singiser, Mutual News correspondent; and John Chancellor, NBC News correspondent.

Both Presidential candidates will make opening statements of about eight minutes in length. They will then be questioned for approximately 30 minutes, after which they will present three to five minute summary statements.

(more)

Donald G. Coe, ABC Director of Special Events and Operations, will produce the program, which will be directed by ABC director Marshal Diskin.

Arrangements and format for the broadcast were worked out this Summer by representatives of the candidates and the networks.

The first program, broadcast Sept. 26, was produced by CBS News from Chicago, the second by NBC from Washington on Oct. 7. ABC produced the third program, on Oct. 13, originating in Hollywood and New York, and will produce this fourth broadcast.

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October 19, 1960

'SOMETHING SPECIAL'

Top Talent to Join in Full-Hour NBC-TV Program Dec. 4 Under Auspices of American Child Guidance Foundation; Program Will Be Financed by Four Business Firms

"Something Special," a one-hour extravaganza of music and dramatic vignettes, starring a roster of top performers will be presented on the NBC-TV Network Sunday, Dec. 4 (10 to 11 p.m. EST), under the auspices of the American Child Guidance Foundation.

Robert Young has been named host for the special entertainment program about children, which will be written by Reginald Rose and will star Nat King Cole, Arlene Francis, Tennessee Ernie Ford, Dave Garroway, Sam Levenson, Art Linkletter, Garry Moore and Jane Wyatt.

The Talent Associates production will be produced by Michael Abbott and directed by Dick Schneider.

During the brief presentations spotted throughout the program, the work of the American Child Guidance Foundation will be shown. Four business firms will finance the program for the foundation and will give brief institutional messages. The companies and their advertising agencies are: New England Mutual Life Insurance (Batten, Barton, Durstine & Osborn Inc.), Quaker Oats (J. Walter Thompson Co.), Gerber Baby Foods (D'Arcy Advertising Co.) and Sterling Drug (Dancer-Fitzgerald-Sample Inc.).

(more)

"Something Special" will be presented just after National Child Guidance Week (Nov. 27-Dec. 3). Dr. Edgar B. Phillips, executive director of the American Child Guidance Foundation (with headquarters in Boston, Mass.), said that the purpose of the week is to concentrate public attention on the problems of emotional disorder and delinquency among our children and teenagers, on the need for developing more effective means for the management -- and especially for the prevention -- of these problems, and on the entire process of bringing up children in our society.

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NBC-New York, 10/19/60

October 19, 1960

A BIRTHDAY 'SURPRISE' FOR GROUCHO

Groucho Marx will get a birthday "surprise" he helped arrange himself for NBC-TV's "The Groucho Show" Thursday, Oct. 27 (10 p.m. EDT), which is 13 years to the day from the birth of the show as a radio program in 1947.

On the current season's first show, Groucho's first words were; "Well, here I am again, starting my 14th year. Just imagine, we've been on the air 13 years ... George Fenneman, why don't you invite to be on the show some youngster who was born 13 years ago, at the same time our show was?

"See if you can find a pretty girl who was born 13 years ago and who's now around 21 years old."

Fenneman did the best he could. He found a girl who was born the same day the show was, and has invited her to the Oct. 27 program as Groucho's birthday "surprise," even though she falls a bit short of being 21.

Three other contestants, in addition to the birthday girl, will face quipmaster Marx to round out the show.

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CAST AND CREDITS FOR "JOHN BROWN'S RAID" ON NBC-TV NETWORK

Program:	"John Brown's Raid," an original drama based on the historic event of 1859
Time:	NBC-TV Network, Tuesday, Oct. 25, 10-11 p.m. EDT, in black-and-white only.
Author:	Robert J. Crean
Star:	James Mason
Executive Producer:	Robert Alan Aurthur
Director:	Sidney Lumet
Associate Producer:	Claude Traverse
Art Director:	Paul Sylbert
Costumes:	Noel Taylor
Makeup:	Bob O'Bradovich
Origination:	Taped on location in Harpers Ferry, W. Va.

* * *

Sponsor:	Purex Corp.
Agency:	Edward H. Weiss & Co.
NBC Press Representative:	Noreen Sherlock (New York)

* * *

THE CAST

John Brown:	James Mason
Colonel Lewis Washington:	Wesley Addy
Stevens:	Roberts Blossom
Watson Brown:	James Broderick
Leeman:	Thomas Carlin
Dangerfield Newby:	Ossie Davis
Oliver Brown:	Robert Duvall
Dauphin Thompson:	Timmy Everett
Will Thompson:	Robert Gerringer

(more)

AND CREDITS FOR "JOHN BROWN'S BODY" ON NBC-TV NETWORK

	"John Brown's Body," an original drama
	based on the historic event of 1859
	11 p.m. EDT, in black-and-white only.
	James Mason
tive Producer:	Robert Alan Aurthur
or:	Sidney Lumet
Director:	Paul Gilbert
	Noel Taylor
	Bob Dilworth
	Based on location in Harpers Ferry, W. Va.

* * *

	Bureau Corp.
	Edward H. Weiss & Co.
Representative:	Moroon Eberlock (New York)

* * *

John Brown:	Jason Robards
Colonel Lewis Washington:	Ivor Emmanuel
	Clarence Derwin
	Donald Davis
	Eleanor Donelly
	Ivor Emmanuel
	Peter Brocco
	Ralph Bellamy
	Lloyd Gough
	Paul Ford
	Will Geer
	Ossie Davis
	Eleanor Donelly
	Ivor Emmanuel
	Peter Brocco
	Ralph Bellamy
	Lloyd Gough
	Paul Ford
	Will Geer

THE CAST (CONT'D)

Coppoc:	James Greene
Emperor Green:	Earl Hyman
Inn Mistress:	Virginia Kaye
Armory Guard:	Mark Lenard
Barkeep:	Paul Lipson
Dr. Starry:	Tim O'Connor
Taylor:	Fred Scollay
Mayor:	Truman Smith

* * *

THE STORY

On Oct. 16, 1859, abolitionist John Brown and his 22-man army of liberation staged a raid on Harpers Ferry, W. Va., site of the U.S. armory and arsenal, and an easy gateway to the South and slave-holding sections. The raid failed for lack of support. No one willingly joined Brown's army. Seventeen persons, 10 of whom were raiders, were killed in the fighting.

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NBC-New York, 10/19/60

JACK TRACY
ROOM 320

CAST AND CREDITS FOR "SHANGRI-LA," NEW PLAY-WITH-MUSIC COLORCAST ON NBC-TV NETWORK'S "HALLMARK HALL OF FAME," MONDAY, OCT. 24 (9:30-11 P.M. EDT)

RICHARD BASEHART MARISA PAVAN

GENE NELSON ALICE GHOSTLEY HELEN GALLAGHER

and

Guest Star

CLAUDE RAINS

in

"SHANGRI-LA"

A New Play-with-Music by

JAMES HILTON, HARRY WARREN, JEROME LAWRENCE AND ROBERT E. LEE

Based on James Hilton's novel, "Lost Horizon"

PRODUCED AND DIRECTED BY GEORGE SCHAEFER

Associate Producer:	Robert Hartung
Music Director:	Jay Blackton
Choreography:	Gene Nelson
Orchestrations:	Phillip J. Lang
Scenery by:	Warren Clymer
Costumes by:	Noel Taylor

* * *

Sponsor:	Hallmark Cards, Inc.
Agency:	Foote, Cone and Belding
Origination:	Live from NBC-TV color studios in Brooklyn, N.Y.
NBC Press representative:	Noreen Sherlock

* * *

(more)

ON NBC-TV NETWORK'S "HALLMARK HALL OF FAME,"

MONDAY, OCT. 25th (9:30-11 P.M. EST)

(more)

THE CAST

Conway:	Richard Basehart
Lo-Tsen:	Marisa Pavan
High Lama:	Claude Rains
Robert:	Gene Nelson
Miss Brinklow:	Alice Ghostley
Lise:	Helen Gallagher
Chang:	John Abbott
Mallinson:	James Valentine
Doctor:	Chris Gampel

* * *

SUMMARY

"Shangri-La" is a fanciful story of an ageless existence in a perfect land high in the Himalayas. Five passengers -- Conway and Mallinson, British diplomats; Robert and Lise, an American dance team; and Miss Brinklow, a missionary, are kidnaped in a plane and taken to Shangri-La, where they reexamine their lives, and weigh the peace of the country against the frenzy of the lives they left behind. Each faces the choice of remaining in Shangra-La, or returning to his home land.

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NBC-New York, 10/20/60

THE CAST

Mimsy:	Ilene Woods
Lo-Down:	Verna Felton
Big Jim:	Claude Rains
Thumper:	Sterling Holloway
Miss Bunnikin:	Alice Cheasbrough
Mike:	Bill Thompson
Chang:	John Abbott
Mellinson:	James Valentine
Doctor:	Gloria Gamput

* * *

SUMMARY

"Shangri-La" is a forceful story of an orphan antelope who finds a peaceful land high in the Himalayas. Five passengers -- Conway Mellinson, British diplomats; Robert and Lisa, an American dance team; and Miss Bunnikin, a missionary, are kidnaped in a plane and brought to Shangri-La, where they assemble about their host, Mr. Lo-Down, the country against the frenzy of the hives they left behind. Only the choice of remaining in Shangri-La, or returning to the outside world.

REVISED CREDITS FOR 'DOUGH RE MI' ON THE NBC-TV NETWORK

Time: NBC-TV Network, Monday through Friday 10-10:30 a.m. NYT.

Star: Gene Rayburn

Format: A musical game show which also features the spontaneous humor of Gene Rayburn in a variety of comedy spots. The game is played by a panel of three contestants. Each player is given $200 on credit and the first three notes of a popular tune. With the money, they bid for the fourth note and the privilege of identifying the song. Players bid for subsequent notes up to 12, until the song is named. If the title is not guessed by the 12th note, a new song is used. Each game consists of three songs valued at $100, $300 and $500, respectively. The player winning the most money wins the game and retains his winnings. He remains on the panel along with the runner-up for the next game. Contestants leave the panel when they have been runners-up twice.

Producer: Nick Nicholson

Director: Dick Schneider

(more)

2 - Credits for 'Dough Re Mi'

Associate producer:	John Berkebile
Program staff:	Audrey Griffin and Dick DeBartolo
Writers:	Norm Liebman and Willie Gilbert
Music Director:	Paul Taubman
Announcer:	Roger Tuttle
Unit Manager:	Thomas O'Keefe
Original Starting Date:	Feb. 24, 1958
Sponsors (and Agencies):	Beech-Nut Life Savers Inc. (Young & Rubicam Inc.); Block Drug Co. Inc. (Grey Advertising Agency Inc.); General Mills Inc. (Batten, Barton, Durstine & Osborn Inc.); Gold Seal Co. (Campbell-Mithum Inc.); Thomas Leeming & Co. (William Esty Co.); The National Biscuit Co. (McCann-Erickson Inc.); The Proctor-Silex Corp. (Weiss and Geller Inc.); and Sterling Drug (Dancer-Fitzgerald-Sample Inc.).
Origination:	NBC-TV's New York studios
NBC Press Representative:	Stan Appenzeller, New York

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NBC-New York, 10/20/60

JACK TRACY
ROOM 320

October 21, 1960

'TEXACO HUNTLEY-BRINKLEY REPORT' RENEWED
ON NBC-TV BY ITS SPONSOR FOR ALL OF 1961

Texaco has renewed its full sponsorship of the NBC Television Network's award-winning program, "Texaco Huntley-Brinkley Report," for the entire 1961 year, it was announced by the National Broadcasting Company and Texaco Inc.

The program is presented on NBC-TV Mondays through Fridays, 6:45-7 p.m. NYT. Advertising agency for Texaco is Cunningham & Walsh Inc.

"Texaco Huntley-Brinkley Report," which has been fully sponsored by Texaco since June 29, 1959, features Chet Huntley from New York and David Brinkley from Washington, reporting news of world and national events gathered through NBC's world-wide news organization. The program has the largest audience of any regularly scheduled news presentation.

The Huntley-Brinkley team was a major factor in NBC's overwhelming public and critical acceptance as the leader in television coverage of the 1960 political conventions.

Chet Huntley has won two Peabody Awards, the duPont Commentator Award and two Overseas Press Club Awards. Also a duPont Commentator Award winner, David Brinkley was this year named Radio and Television Commentator of the Year in Radio-TV Daily's All-American Awards.

(more)

Among the news honors the program has received in the past year have been the Emmy Award (presented by the National Academy of Television Arts and Sciences), the TV Radio Mirror Award, the TV Guide Award, the Saturday Review of Literature Award, and the General Federation of Women's Clubs Award. Huntley and Brinkley also received Honor Medals from the University of Missouri for distinguished service in journalism.

"Texaco Huntley-Brinkley Report" will continue under the supervision of William R. McAndrew, Vice President, NBC News, with Reuven Frank as producer and Eliot Frankel as associate producer.

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NBC-New York, 10/21/60

NBC COLOR TELEVISION NEWS

"THE THREAD OF LIFE," DOCUMENTARY STORY OF GENETICS, TO BE COLORCAST IN "BELL SYSTEM SCIENCE SERIES" WITH DR. FRANK C. BAXTER AS VIEWERS' GUIDE

A documentary story of genetics, "The Thread of Life," will be colorcast in the "Bell System Science Series" Friday, Dec. 9 on the NBC-TV Network (9-10 p.m. EST).

Dr. Frank C. Baxter, who has participated in all six of the previous Bell Science programs, again will take a leading role, guiding viewers through the intricate subject. Seven persons, from different stations of life, will question Dr. Baxter during the program.

Genetics is the study of the processes by which the characteristics of man, animals and plants are transmitted from generation to generation. Like all of the programs in the Bell Science series, this colorcast was produced under supervision of a Scientific Advisory Board, made up of 10 leading American scientists. Special advisers for this program were Dr. James F. Crow of the University of Wisconsin, and Dr. Norman H. Horowitz of the California Institute of Technology.

Common questions about the inheritance of blue eyes, red hair, tallness, left-handedness and other characteristics are raised, and are explained with animated drawings, displays and other illustrations. Several actual experiments are shown on the program. Drawings and other illustrations are used also to show the process that determines whether a child will be male or female.

This program was produced by Warner Brothers, with Owen Crump as producer-director.

-----o------ NBC-New York, 10/21/60

OM THE NATIONAL BROADCASTING COMPANY
ty Rockefeller Plaza, New York 20, N. Y.

October 21, 1960

DR. TERESA CASUSO, CUBAN DIPLOMAT WHO DEFECTED TO U.S., WILL 'MEET THE PRESS'

Dr. Teresa Casuso, Cuban diplomat and close friend of Premier Fidel Castro who defected to the U. S., will be the guest on "Meet the Press" Sunday, Oct. 30 (NBC-TV Network, 6 p.m. EST; NBC Radio, except WNBC, as part of "Monitor," 6:30 p.m. EST; WNBC time, 6:35 p.m. EST).

Dr. Casuso announced 10 days ago that she was defecting because Castro had made a "police state" out of Cuba. She described him as a man "full of hate" and "at war with everybody -- with the world -- because he's at war with himself."

Dr. Casuso was at one time cultural attache in Mexico City and while there helped collect arms for Castro. When he took over the Cuban government, she became one of his aides handling public relations. Before she defected, she was one of four members of the Cuban UN mission with the rank of ambassador.

She will be interviewed by Frank Conniff of the Hearst Newspapers, May Craig of the Portland (Me.) Press Herald, Frank McGee of NBC News and Lawrence E. Spivak, producer and permanent panelist of "Meet the Press." The program will be broadcast live from the NBC Studios in New York, with Ned Brooks as moderator.

"Meet the Press" is a Public Affairs presentation of NBC News.

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who must return from Australia, where he is touring with "The Pleasure of His Company." Miss Martin currently is starring on Broadway in the Rodgers and Hammerstein musical hit "The Sound of Music."

New casting will include Maureen Bailey as young Wendy. The roles of the Darling children, John and Michael, of the maid Liza and the Lost Boys, will be filled by new children -- the original performers of the Broadway run and the two NBC-TV colorcasts (1955 and 1956) having long since outgrown the roles. Announcement of their names will be made shortly.

Peter Foy, who has handled the flying equipment for Miss Martin in every appearance she has made as "Peter Pan," will be behind the scenes to assist in creating the "magic"for her song "I'm Flying."

The Moose Charlap-Carolyn Leigh music and lyrics, as well as the additional music and lyrics by Betty Comden, Adolph Green and Jule Styne will be conducted by John Lesko. Lesko served as Miss Martin's music conductor during her coast-to-coast tour and subsequent NBC-TV colorcasts of "Music with Mary Martin" and "Magic with Mary Martin."

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NBC-New York, 10/24/60

NBC COLOR TELEVISION NEWS

October 24, 1960

'THOSE RAGTIME YEARS' TO BE COLORCAST

Hoagy Carmichael to Star in 'Project 20' Dramatic and Musical Portrayal of 'Good-Time Music for Good-Time Years'

A good deal of music in one way or another connected with ragtime -- "good-time music for good-time years," Hoagy Carmichael calls it -- will be heard in "Those Ragtime Years," the first "Project 20" event of the new season, to be colorcast Tuesday, Nov. 22 (10 to 11 p.m. EST), on the NBC-TV Network.

Carmichael stars as narrator and performer in this dramatic and musical portrayal of the ragtime music craze which, for about 20 years, up to the First World War, was like a continuous sound-track for the American scene.

With Carmichael will be Dorothy Loudon, Mae Barnes, Robin Roberts, and the Billy B. Quartet, vocalists; Minns and James, dancers; Eubie Blake, Ralph Sutton, and Dick Wellstood, pianists; the Wilbur de Paris Band and the Clara Ward Singers.

Donald B. Hyatt, NBC Director of Special Projects, was executive producer. William Nichols was producer-writer and William Graham director. Rubert Russell Bennett, music director of "Project 20" and one of the outstanding figures in American musical life today, arranged and conducts the music.

The Purex Corporation will be the sponsor, through Edward H. Weiss Co.

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NBC-New York, 10/24/60



October 24, 1960

REPORTING THE VOTE ON THE NBC TELEVISION AND RADIO NETWORKS

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NBC News Task Force of More Than 1,000 to Cover Elections Nov. 8, Using Media's Most Elaborate Data Collection and Reporting System

An NBC News task force of more than 1,000 reporters, editors and assistants will cover the 1960 elections with the most elaborate information collection and reporting system ever devised in broadcasting.

William R. McAndrew, Vice President, NBC News, said the Election Night coverage Tuesday, Nov. 8, on the NBC-TV and NBC Radio Networks will be "an exercise in speed and accuracy, based on good, solid reporting." He said NBC News will have special reporters working in every state to gather election returns and to funnel these figures and interpretive data into NBC Election Central in Radio City, New York.

Anchormen for television will be Chet Huntley and David Brinkley, NBC's award-winning commentators, and, for radio, veteran news correspondents Morgan Beatty and Robert McCormick.

A key feature of the operation will be the first use on television -- and in politics -- of the RCA 501, an electronic data processing system which will forecast the Presidential winner far in

(more)

advance of the final tally. The network coverage will switch periodically to the RCA Electronic Systems Center at 45 Wall Street, New York, for forecasts of the popular and electoral vote.

The television coverage (all times EST) will begin with "The Texaco Huntley-Brinkley Report" from 6:45 to 7 p.m. and will continue after 7 p.m. as developments warrant until 8:30 p.m., when continuous coverage will start. On NBC Radio (all times EST), returns will be reported on the hourly newscasts throughout the day and there will be a complete summary of latest returns on "News of the World" from 7:30 to 7:45 p.m. Later developments will be reported on the hourly newscast from 8 to 8:05 p.m. and continuous coverage will begin at the conclusion of that newscast. Hourly newscasts scheduled throughout the evening will be presented from NBC Election Central.

"We will remain on the air," McAndrew said, "until we have told the American people who their new President and Vice President are, which party controls the Senate and which party controls the House of Representatives."

McAndrew will supervise the entire election coverage, assisted by Julian Goodman, Director, News and Public Affairs. Two separate staffs will be operating -- one to gather, verify and post the returns in record time, the other to present the developments on television and radio.

Elmer W. Lower, Manager, NBC News Washington, will be Operations Manager in charge of NBC's own election news service. Reuven Frank, who produced NBC's highly praised TV coverage of the Democratic and Republican conventions last Summer, will be producer of the Election Night television coverage. Russ Tornabene, producer of the radio coverage of the political conventions, will produce the radio coverage of the elections.

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Assisting Lower in organizing the nation-wide reporting system are Bert Ivry, Assistant News Desk Supervisor, Washington; Frank Jordan, Manager, NBC News Central Division, Chicago, and John H. Thompson, Manager, NBC News Pacific Division, Los Angeles.

"We tried out some new techniques in covering the West Virginia primary, a crucial contest between Senator Kennedy and Senator Humphrey," Lower said. "They proved so successful that we will apply some of them in our Election Night coverage."

NBC will report the Presidential election, 34 Senate and 437 House races and 27 gubernatorial contests. The coverage will mark the first time that NBC's election operation has been centered in one place. NBC Election Central, occupying Studio 8-H -- the largest NBC studio in Radio City -- will house regional boards for the East, South, Midwest and West. State-by-state returns will be posted electronically on these boards in a continuous flow of figures.

The NBC News correspondents who will explain the significance of these returns are Sander Vanocur, for the East; Frank McGee, for the South; John Chancellor, for the Midwest, and Merrill Mueller, for the West, which includes Alaska and Hawaii.

Half the returns will be collected by the special reporters and checked against Associated Press and United Press International tabulations. For the other half, NBC will rely on these wire services.

"Our system is designed to make our regional reporters and their editors the best informed newsmen in the nation on their respective areas," Lower said. "For several weeks they have been traveling throughout their assigned states -- watching the candidates campaign and talking with political leaders and ordinary citizens to get a clear understanding of the political climate in key places.

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This first-hand knowledge will give their reporting the color -- the extra word or phrase -- that sets it apart from a mere recital of figures."

He said the special reporters have been carefully chosen for their assignments. Most of them have between 20 and 40 years of experience in political reporting. "Their reports would be inadequate and tiresome if they only shoveled out figures," he said, "but they will do much more. They will explain what the figures mean -- they will give us the 'why' of the results in every instance."

On Election Night the regional reporters will receive a steady stream of information from the special reporters and the wire service teletype machines. Backing up each regional reporter will be a team of two editors, an election returns supervisor, four operators of an election posting machine and two desk assistants.

The returns will be transmitted to the RCA Electronic Systems Center from NBC Election Central by RCA's DaSpan, the first digital communications system designed to integrate electronic data processing with remote operations. NBC News correspondent Richard Harkness, stationed at the RCA Electronic Systems Center, will report first the trends and subsequently the projected winner as indicated by the massive electronic system, capable of prodigious feats of speed and accuracy. Huntley and Brinkley and the other newsmen in NBC Election Central also will be kept informed of the forecasts in this "Operation Ballot."

NBC also will have the services of Samuel Lubell, noted political columnist and author, who will explain voting trends on the basis of his public opinion poll in selected election precincts. Lubell will give Huntley and Brinkley the conclusions of his analyses and also will report them on the air.

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Correspondents who will cover the major candidates for radio and television are Arthur Barriault and Ray Scherer, with Senator Kennedy; Bill Henry and Herb Kaplow, with Vice President Nixon; Robert Abernethy, with Senator Johnson, and Bill Ryan, with former Ambassador Lodge.

The radio staff will include Frank Bourgholtzer, reporting on the East; Peter Hackes, the South; Martin Agronsky, the Midwest, and Elmer Peterson, the West. Other correspondents for radio, who will broadcast from remote locations, are Roy Neal, from San Francisco; Louis Lyons, from Boston; Leif Eid, from Democratic Headquarters in Washington, and Ned Brooks, from Republican Headquarters in Washington.

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NBC-New York, 10/24/60

NBC COLOR TELEVISION NEWS

October 24, 1960

CORRECTION PLEASE: In NBC-TV Network Colorcast Schedule for November.

Wednesday, Nov. 16

9-10 p.m. -- Kill: "Perry Como's Kraft Music Hall" colorcast. This program will be pre-empted tonight by "The Bob Hope Buick Show," broadcast in black and white only.

CREDITS AND PROGRAM FOR 'THE DEAN MARTIN SHOW'

Full-Hour Colorcast, with Frank Sinatra as Special Guest,
On NBC-TV Network Tuesday, Nov. 1 (10-11 p.m. EST)

Starring:	Dean Martin in "The Frank Sinatra Story"
With:	Dorothy Provine
	Don Knotts
	David Rose and his Orchestra
And Dean's Special Guest:	Frank Sinatra
Format:	Humorous tribute to Sinatra
Produced by	Jack Donohue
Directed by	Jack Donohue and Bob Henry
Written by	Herbert Baker
Music by	David Rose and his Orchestra
Choreography by	Jack Baker
Music Coordinator:	Mack Gray
Unit Manager:	Sil Caranchini
Art Director:	Robert Kelly
Costumes Designed by	Ray Aghayan
Associate Director:	Clay Daniel
Production Assistant:	Barbara Fishel
Makeup:	Bill Morley
Technical Director:	Lou Onofrio
Lighting:	Al Scarlett
Video:	Raphael Olsen
Dean Martin's Wardrobe by	Sy Devore
Production:	A Jade Productions Inc., in association with the NBC-TV Network
Origination:	Burbank, Calif.

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On NBC-TV Network Tuesday, Nov. 1 (10-11 p.m. NST)

Dean Martin in "The Frank Sinatra Show"

Don Knotts

David Rose and His Orchestra

Humorous Tributes to Stunts

Hank Penny

Hank Penny and Bob Henry

David Rose and His Orchestra

Bill Chesebrough

Ray Algeran

Clay Daniel

Bill Morley

Ian Onofrio

Al Scarlett

Sy Devore

A Hank Productions Inc., in association

with the NBC-TV Network

* * *

Sponsor (and agency): Speidel Corp. (Norman Craig & Kummel Inc.)

NBC Press Representatives: Rolf Gompertz, Hollywood; Betty Lanigan, New York.

* * *

PROGRAM

I. Dean Martin -- Introductory bars of "I Get a Kick out of You," blending into "Where or When."

II. Dean Martin, Don Knotts -- Dean persuades Don to double for Sinatra when the latter fails to appear on schedule. Don sings "Oh Look at Me Now" and "One for My Baby."

III. Martin -- "All or Nothing at All"

IV. Dorothy Provine and dancers -- "Roaring 20's Medley," including the title song, and "Ain't We Got Fun?" "Ooh Ernest," "Let's Do It," "I Wanna Be Loved by You," "Doin' Raccoon," "Tiptoe Through the Tulips," "Doll Dance," "Ain't She Sweet," and "Sweet Georgia Brown."

V. Sinatra and a group of dancers march in to strains of "Hawaiian War Chant," which precedes Sinatra's rendition of "Ol' MacDonald."

VI. Sinatra, Martin -- Dino pays humorous tribute to Frank, recalling the highlights of the latter's life.

VII. Sinatra, Martin -- Medley of 23 songs.

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NBC-New York, 10/24/60

Sponsor (and agency): Bristol Corp. (Norman Craig & Kummel)

NBC Press Representative: Rolf Gumpertz, Hollywood; Betty Lerigan, New York.

* * *

PROGRAM

I. Dean Martin -- Introductory Bars of "I Get a Kick out of You," blending into "Where or When."

II. Dean Martin, Don Rickles -- Dean persuades Don to dumbie for Minutes when the Jabbow fails to appear on schedule. Don sings "Oh Look at Me Now" and "Ode for My Baby."

III. Martin -- "All or Nothing at All"

IV. Dorothy Proving and dancers -- "Meeting 20's Medley," including the title song, and "Ain't We Got Fun?" "Oh Rosa," "Let's Do It," "I Wanna Be Loved by You," "Doin' Raccoon," "Three Times Through the Bridge," "Doll Dance," "Ain't She Sweet," and "Sweet Georgia Brown."

V. Minutes and a group of dancers march in to strains of "Hawaiian War Chant," which precedes Martin's rendition of "Ol' Macdonald."

VI. Minutes, Martin -- Nine pays humorous tribute to Music, recalling the highlights of the Jabber's life.

VII. Minutes, Martin -- Medley of 25 songs.

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JACK TRACY
ROOM 320

NBC TELEVISION NETWORK NEWS

October 25, 1960

ALTITUDE (HIGH), LATITUDE (WIDE), APTITUDE (FINEST), ATTITUDE (GAY) COMBINED BY BOB HOPE TROUPE FOR 'BUICK SHOW' FROM AIR FORCE ACADEMY

Bob Hope will present a program of comedy and song created at the United States Air Force Academy at Colorado Springs, Colo., as his third "Bob Hope Buick Show" of the season Wednesday, Nov. 16 on the NBC-TV Network (9-10 p.m. EST, in black and white only).

Filmed last May during performances by Hope's troupe for military personnel at the academy, the show headlines songstress Kay Starr, actor Steve McQueen, and his wife, singer-dancer Neile Adams. The McQueens also accompanied Hope to Alaska last Christmas when the comedian toured the military installations of the 49th state.

Joan Tabor, Peter Leeds, Charity Grace, Stephen Chase and John Gallaudet are featured in the show which offers a light hearted look at the high standards and rigors of the country's youngest officer training college.

The Cadet Chorale, under the baton of Roger Boyd, joins Hope in the finale of the show. The Falconaires (the academy's dance band) provide the musical accompaniment for the show.

Jack Shea is director, Jack Baker is choreographer and Jack Hope is producer of the Bob Hope program which -- on this date -- pre-empts "Perry Como's Kraft Music Hall."

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NBC-TV NETWORK PROGRAM

McGEORGE BUNDY NAMED COMMENTATOR FOR 'HE SHALL HAVE POWER' (DOCUMENTARY ON U. S. PRESIDENCY), OPENING 'OMNIBUS' SEASON

McGeorge Bundy, dean of the faculty of arts and sciences at Harvard University and a professor in its Government Department, will be the commentator for "He Shall Have Power," the searching documentary study of the American Presidential office with which "Omnibus" begins its eighth television season Sunday, Nov. 13 (5-6 p.m. EST) on the NBC-TV Network.

Bundy, whose teaching and research has been in the field of international relations, was co-author with the late Henry Bell Stimson of the latter's memoirs, "On Active Duty in War and Peace." A native of Boston, Bundy received his AB degree from Yale in 1940. He is a veteran of World War II.

He joined the Harvard faculty as a lecturer on government in 1949 and became associate professor in 1951. He became dean of the faculty of arts and sciences in 1953 and, the following year, received his full professorship. Bundy is 41.

"He Shall Have Power" is the first of seven full-hour "Omnibus" programs to be sponsored on NBC-TV by Aluminium Limited, through J. Walter Thompson Company. Six additional presentations are in preparation for separate sponsorship.

The "Omnibus" premiere will be directed by Fielder Cook from a television script by James Lee. Historical-consultant for the program is Richard Hofstadter, Pulitzer Prize-winning history professor at Columbia University. "Omnibus" is produced by Robert Saudek associates, and Alistair Cooke is host for the series.

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NBC-New York, 10/25/60

NBC-TV NETWORK PROGRAM

CHARLES N. HILL, NOTED DIRECTOR, JOINS NBC; WILL DIRECT "THE NATION'S FUTURE"

Charles N. Hill, former director of "Person to Person" for seven years, has joined the National Broadcasting Company and will direct "The Nation's Future," the new series of debates on important issues which starts on the NBC-TV Network Saturday, Nov. 12 (9:30 to 10:30 p.m. EST).

Mr. Hill came to NBC from KIRO Radio and TV in Seattle, where he was assistant to the station's president since last December.

He began his television career at KTTV in Los Angeles in 1949. A year later he joined WTOP-TV in Washington. There he directed the national news coverage of Presidential press conferences and Congressional hearings, and also was director of "Man of the Week," a panel discussion program, and "State of the Nation," a documentary series.

In 1951 he went to CBS as director of "See It Now" and two years later became director of "Person to Person." He remained in that assignment until he left for Seattle.

He is a native of Independence, Kan. He started work when he was 17 as assistant to W. S. Van Dyke, well-known film director, at the MGM Studios in Hollywood. He left to attend Catholic University in Washington, D. C. After serving in the Air Force in World War II, he studied acting and directing at the Pasadena Playhouse for three years, then spent a fourth year directing productions there.

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Mr. Hill directed Summer stock productions at the Ogunquit Playhouse, Ogunquit, Me., for three seasons and operated the Mount Kisco Summer Theater in Mount Kisco, N. Y., in 1959.

He is married to the former Betty Drost. They have three children and live in White Plains, N. Y. Mr. and Mrs. Hill have developed and researched a series of full-hour dramatic documentary programs for television on the history of "Espionage."

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NBC-New York, 10/25/60

BOY SCOUTS OF AMERICA HONOR GEORGE A. HEINEMANN AND BLAIR CHOTZINOFF FOR 'JAMBOREE' PROGRAM

The Boy Scouts of America have honored George A. Heinemann, NBC Manager of Public Affairs, and Blair Chotzinoff, an NBC producer, for their production of "Jamboree," a full-hour "World Wide 60" program which marked the 50th anniversary of the Boy Scouts on the NBC-TV Network last Summer (July 30). Heinemann was executive producer and Chotzinoff producer of the program, which starred Herb Shriner and was taped at the Boy Scout Jamboree in Colorado Springs July 22-28.

Joseph H. Brunton Jr., Chief Scout Executive, presented plaques to Heinemann and Chotzinoff at the organization's annual Executive Council meeting in New York this week.

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NBC-New York, 10/25/60

JACK TRACY
ROOM 320

October 26, 1960

DRAMATIC DOCUMENTARY ON 'THE TRAPPED HOUSEWIFE'
WILL BE THE NOV. 10 'PUREX SPECIAL FOR WOMEN'

"The Trapped Housewife" -- a dramatic documentary about the women of America whose unremitting efforts to make themselves into perfect wives, mothers, civic leaders and housekeepers have brought them face-to-face with the "disenchantment syndrome" -- will be presented as a "Purex Special for Women" on the NBC-TV Network Thursday, Nov. 10 (4 to 5 p.m. EST).

Pauline Frederick, of NBC News, will act as reporter and interviewer on the sound program in the series, written and produced by George Lefferts. Irving Gitlin is the executive producer of the series, which is sponsored by the Purex Corporation.

The dilemma of the woman who resents the appellation "housewife," and who asks if there is more to life than performing skillfully the 22 separate jobs which fall to the lot of the suburban wife, will be dramatized in a composite case study. The strain of coping with daily pressures of life brings this young mother of two small children to the verge of nervous collapse. Her bewildered, hardworking husband attempts to bring matters into proper perspective since the situation in which they find themselves will not alter appreciably for many years.

Following the dramatization, Miss Frederick and a panel of experts and housewives will discuss the causes for disillusionment on

(more)

the part of housewives: the roots of her feeling of lost identity, the effect of the so-called "labor-savers" in the home, the role played by the disintegrating family structure in today's society, and the destructive escapes used by some women (self-pity, divorce, alcoholism and tranquilizers). Suggestions for constructive measures to be taken by victims of the "disenchantment syndrome" also will be brought out by the panel.

Names of the cast for the dramatization and the names of panel members to be interviewed by Miss Frederick will be announced shortly.

"The Trapped Housewife" will be directed by Karl Jenus.

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NBC-New York, 10/26/60

October 26, 1960

NBC WILL SPEED FILM OF PRESIDENT-ELECT TO LONDON
FOR TELECAST MORNING AFTER ELECTION

The President-elect of the United States, whether Richard M. Nixon or John F. Kennedy, will be seen on television by British viewers at about breakfast time Nov. 9, the morning after the U. S. elections.

NBC News will speed film of the winning candidate to London on the transatlantic cable film system for use by the British Broadcasting Corporation. Under the NBC-BBC timetable, the film is expected to be televised between 6 and 9 a. m. London time.

A two-minute segment of film showing the victorious candidate will be transmitted on the cable film system, which is used exclusively by BBC and NBC. In this system, film is sent a frame at a time on the transatlantic telephone cable. Each minute of film takes about 100 minutes of transmission time.

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NBC NEWS

NBC ELECTION NEWS

October 26, 1960

'CHET HUNTLEY REPORTING'--ON TWO TIGHT CONGRESSIONAL RACES

Two tight Congressional races, one in New York City and the other in the Los Angeles, Calif. area, will be examined on "Chet Huntley Reporting" Sunday, Oct. 30 over the NBC-TV Network (5:30 to 6 p.m. EST).

Huntley will deal with the contest in New York's 17th Congressional District, better known as Manhattan's Silk Stocking District, between Republican incumbent John V. Lindsay and Democrat William vanden Heuvel. The program will analyze their campaigns and show film excerpts of their political activities in this unusual urban district, with its contrasts in wealth and poverty, spreading across the city from Greenwich Village and the Bowery to 110th street in Harlem and passing through the luxury area of the East 60s.

In Los Angeles, Huntley will report on the 21st California District, which takes in part of the city and extends to an area known as "new Los Angeles," marked by building development and reflecting a population change. The 21st is one of the largest voting districts in the country with 350,000 voters.

In this race Edgar W. Hiestand, Republican seeking reelection, faces Mrs. Rudd Brown, Democratic insurgent. Mrs. Brown is the wife of Harrison Brown, scientist at Cal Tech.

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CHET HUNTLEY TO MODERATE TV CRITICS' DISCUSSION FOR ACADEMY OF TV ARTS AND SCIENCES IN NEW YORK

NBC News correspondent Chet Huntley will moderate a panel discussion, "TV Today and Tomorrow -- The Critics Speak Out," at a luncheon-meeting of the New York Chapter of the Academy of Television Arts and Sciences Tuesday, Nov. 1.

Newspaper and magazine critics who will appear on the panel are Atra Baer, New York Journal-American; Bert Burns, New York World-Telegram and Sun; Frank DeBlois, TV Guide; Nick Kenny, New York Daily Mirror; Marya Mannes, The Reporter; Marie Torre, New York Herald Tribune, and Bob Williams, New York Post.

The luncheon discussion will be held in the Terrace Room of the Plaza Hotel.

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NBC-New York, 10/26/60

NBC COLOR TELEVISION NEWS

October 26, 1960

VIEWERS IN VARIOUS PARTS OF U.S. TREATED TO 'BONANZA' OF PERSONAL APPEARANCES BY THE FOUR 'CARTWRIGHTS'

The foursome of Lorne Greene, Dan Blocker, Michael Landon and Pernell Roberts, stars (as the Cartwrights) of NBC-TV's full-hour "Bonanza" colorcasts (Saturdays, 7:30 p.m. NYT), will be a special added attraction -- on horseback -- in New York City's annual "Macy's Thanksgiving Day Parade," to be colorcast on the NBC-TV Network Thursday, Nov. 24 (11 a.m.-12 noon NYT).

Preceding and following their holiday parade date in New York, the four "Bonanza" stars have scheduled personal appearances in major American markets for the National Broadcasting Company as follows:

Lorne Greene visits Pittsburgh on Oct. 29 for appearances on WIIC-TV, while Pernell Roberts is in Atlanta to face WSB-TV cameras. Dan Blocker has completed a round of appearances at the Texas State Fair, Dallas, and in New Orleans, and is set to join Michael Landon in Columbia, S. C., on Nov. 25 and 26.

During their stay in New York City, the "Bonanza" foursome will be seen on NBC-TV Network programs including "Today," "The Price Is Right," "The Jan Murray Show" and "Concentration."

In their tour of more than 20 U. S. cities, the production schedule of "Bonanza" has been arranged by producer David Dortort so that not a single day of shooting is lost.

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October 26, 1960

NBC NEWS MAKES UNPRECEDENTED COMPILATION OF ELECTION DATA
IN 276-PAGE MANUAL FOR BIG STAFF REPORTING THE VOTE

An unprecedented statistical and biographical summary of the nation's 499 election contests of Nov. 8 in Presidential, Congressional and Gubernatorial Categories -- with state-by-state recapitulations of the elections of 1928, 1948, 1952 and 1956 -- has been compiled by NBC News for its on-the-air reporters, commentators and correspondents, and key editorial and research personnel.

An NBC News task force of more than 1,000 will cover the 1960 elections.

Described by Elmer Lower, Manager in Washington, D. C., of NBC News and Special Events (under whose jurisdiction the work has been prepared), as "the most elaborate and complete survey in depth of the candidates, the electorate and the issues ever issued by a news gathering medium," the NBC News 1960 Election Manual contains more than a quarter of a million sets of statistics.

The 276-page, single-spaced, multilithed volume presents all current and historical facts and figures relating to the Presidential contest between Richard M. Nixon and John F. Kennedy, in addition to the 34 Senate, 437 House of Representatives and 27 Governors' races to be settled on Election Night.

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Highlighted in the work are statistical compilations of the religious factor as it affects the 1960 campaign and as it influenced the 1928 (Smith vs. Hoover) vote; biographical summaries of each of 122 candidates for Governor and the Senate, and of 130 candidates for 65 key seats in the House of Representatives deemed top priority targets by both political parties; and past and projected voting patterns for the 50 states.

"This book is in no way an attempt to outguess the experts as to the outcome of the 1960 general election," Lower declared. "It has been compiled solely to provide literally 'a world' of background information for those on NBC-TV and Radio who will be reporting and analyzing the returns as they come in on Nov. 8."

The copies being distributed contain five major sections: (1) a nationwide recapitulation of the major 1960 races with statistical summaries of the three previous national elections and of the religious factors of 1960 as against 1928, and separate geographical sections devoted to the (2) Eastern, (3) Midwestern, (4) Southern and (5) Western regions, each with concise state-by-state breakdowns on Gubernatorial and Congressional races, past Presidential results and the religious factor as it has influenced each state in the past.

The volume contains a total of 252 candidates' biographies. Selection of the 65 House races which are examined in detail in the work was made by NBC News after consultation with leaders in each state of both major political parties.

Other sources of statistical information compiled for the NBC News 1960 Election Manual include the Library of Congress, P. J. Kenedy and Sons (publishers), the Congressional Record, the Republican

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and Democratic National Campaign Committees, various state political committees, the World Almanac and other standard references, as well as many of the candidates themselves.

The Manual was compiled and edited by a research staff under Miss Josephine Grasselli of NBC News, Washington.

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NBC-New York, 10/26/60

CORRECTION, PLEASE

"Those Ragtime Years," the first "Project 20" event of the new season, will be telecast Tuesday, Nov. 22 (10 to 11 p.m. EST), on the NBC-TV Network in black and white only. It will not be colorcast, as incorrectly stated in NBC Daily News Report Oct. 24.

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NBC-New York, 10/26/60

JACK TRACY
ROOM 320

October 27, 1960

'MINORITY VIEWPOINT'

Full-Hour Program on Election Role of Minor Parties
To Be Broadcast Oct. 30 on NBC-TV Network

"Minority Viewpoint," a full-hour program examining the role of minor parties in the Nov. 8 elections, will be presented on the NBC-TV Network Sunday, Oct. 30 (12:30-1:30 p.m. EST).

NBC News correspondent John Chancellor will interview Norman Thomas, who ran for President on the Socialist ticket six times but is not a candidate this year. He will discuss the part played by minor parties in U. S. politics.

Other participants will include Farrell Dobbs, Presidential candidate of the Socialist Workers Party; C. Benton Coiner, Presidential candidate of the Conservative Party, and a spokesman, to be announced, for the Socialist Labor Party.

"Minority Viewpoint" will be produced by Chet Hagan and directed by Robert Priaulx. NBC News correspondent Frank McGee will be anchorman.

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NBC NEWS

NBC ELECTION NEWS

October 27, 1960

FOUR LEADERS IN NIXON AND KENNEDY CAMPS WILL APPEAR ON NBC-TV IN FREE AND OPEN DEBATE ON 'THE CAMPAIGN AND THE CANDIDATES'

A format of free and open debate will be used in a program featuring four leaders in the campaign forces of Vice President Richard M. Nixon and Senator John F. Kennedy on the NBC-TV Network's "The Campaign and the Candidates" Saturday, Oct. 29 (9:30-10:30 p.m. EDT).

Campaign issues will be debated by Senator Henry M. Jackson (Wash.), Chairman of the Democratic National Committee; Senator Thruston B. Morton (Ky.), Chairman of the Republican National Committee; Governor Abraham A. Ribicoff of Connecticut, one of Senator Kennedy's top advisers; and Robert Finch, Campaign Director for Vice President Nixon. The program will be moderated by NBC News correspondent Frank McGee.

Each of the party chairmen will make a two-minute opening statement and a two-minute summation at the close of the program. The order of their statements was chosen by lot, with Senator Morton winning the right to make the first of the opening statements and the last of the summations.

After the opening statements, the program will be thrown open to free debate, with only one qualification -- a request that the participants limit their remarks to two-and-a-half minutes at a time.

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There are no restrictions on the subject matter of the debate and the participants may question, reply, or rebut as they see fit.

Senator Morton, Governor Ribicoff and Mr. Finch will appear in the Washington (D. C.) studios of NBC, where the program will originate. Senator Jackson will participate via a direct audio and video link from San Antonio (Tex.), where he will take out time from a speaking tour.

The arrangements and format for the program were worked out in meetings between representatives of NBC and both political parties. The program will be produced by Ted Ayers and directed by Robert Priaulx. It is the seventh of eight programs to be presented in "The Campaign and the Candidates" series.

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NBC-New York, 10/27/60

October 27, 1960

18 PROMINENT PLAYERS CHOSEN FOR 'HE SHALL HAVE POWER'

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Will Portray U.S. Presidents and Other Personalities Figuring In Historical Crises for 'Omnibus' Premiere

A cast of 18 prominent performers -- portraying six great American Presidents and 12 political and world personalities who have figured in classic Presidential crises of American history -- has been signed for "He Shall Have Power," the 1960-61 season "Omnibus" premiere on the NBC-TV Network Sunday, Nov. 13 (5-6 p.m. EST), producer Robert Saudek announced today.

Cast in Presidential roles for this searching documentary examination of the American Presidency are Larry Blyden as Theodore Roosevelt, Philip Abbott as Thomas Jefferson, Larry Gates as George Washington, Michael Tolin as Abraham Lincoln, Harry Townes as Woodrow Wilson and J. D. Cannon as Andrew Jackson.

Additional key roles for the broadcast have been assigned as follows:

Roland Winters as Senator William E. Borah, Richard Shephard as Treasury Secretary Alexander Hamilton, Dana Elcar as Senator Thomas Hart Benton, Edgar Stehli as Rep. Nicholas Biddle, Leon B. Stevens as Senator Daniel Webster, John Colicos as Gen. George B. McClellan, Chris Gampel as the liberal Republican, Gideon Welles; Milton Selzer as financier J. P. Morgan, Edmon Ryan as Associate Justice John Marshall Harlan, Mercer McLeod as the late Senator Henry Cabot Lodge,

(more)

Eric Berry as French Premier Georges Clemenceau, and Ludwig Donath as Soviet Union President Nikolai Lenin.

As previously announced, "He Shall Have Power" will be directed by Fielder Cook from a teleplay by James Lee. McGeorge Bundy is the commentator and Alistair Cooke host of the series. Produced by Robert Saudek Associates, "He Shall Have Power" will be one of seven "Omnibus" presentations to be sponsored this season by Aluminium Limited, through J. Walter Thompson Company.

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NBC-New York, 10/27/60

HARRY SOSNIK AND BUD YORKIN ARE NAMED TO SERVE AS CO-CHAIRMEN OF PRODUCTION COMMITTEE FOR 'EMMY AWARDS' PROGRAM ON NBC-TV

Harry Sosnik, musical director and composer, and Bud Yorkin, writer and director, will serve as co-chairmen of the production committee for the 1960-61 "Emmy Awards" program on the NBC-TV Network in May, 1961.

The 13th annual Emmy Awards will be presented on NBC-TV for the seventh consecutive year. The network and the National Academy of Television Arts and Sciences recently signed a new agreement for NBC-TV's rights to the awards program through 1965.

Production committee members will help create the program's format, engage talent, and perform other production activities. They include Frank Atlass, Chicago TV producer; William Dozier, Screen Gems' Vice President; David Susskind, Talent Associates' Executive Vice President; John Scott Trotter, musical director; and Paul Tripp, children's program producer and actor.

Sosnik, musical director and composer for such TV programs as "Producers' Showcase," "Wide Wide World" and "Your Hit Parade," and Yorkin, winner of three Emmys for writing and directing the Fred Astaire and Jack Benny specials, will be responsible for coordinating the academy's plans for the annual presentation with those of the NBC-TV producer of the program.

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NBC-New York, 10/27/60

JACK TRACY
ROOM 320

October 28, 1960

'WHAT TO WATCH FOR ELECTION NIGHT'

Huntley and Brinkley Head NBC News Team for Special Program Nov. 4

Exploring Key Areas and Trends That May Tell Vote Result

"What to Watch for Election Night," a special NBC News program exploring the key areas and trends that may point to the outcome of the Nov. 8 elections, will be presented on the NBC-TV Network, Friday, Nov. 4 (9-9:30 p.m. EST).

Chet Huntley and David Brinkley, anchormen of NBC's election coverage, will head a team of NBC News correspondents appearing in Studio 8-H, New York, which will serve as the network's Election Central.

Huntley and Brinkley, seated on a deck overlooking the elaborate election setup in Studio 8-H, will conduct the pre-election examination. Four other correspondents, just back from tours of the regions they will cover Election Night, will make special reports. They are Sander Vanocur, covering the East; Frank McGee, the South; John Chancellor, the Midwest; and Merrill Mueller, the Far West. Richard Harkness will discuss the role of the RCA 501, an electronic data processing system which will project the Presidential winner far in advance of the final tally.

Reuven Frank, who will produce NBC's election coverage, will be producer of "What to Watch for Election Night." Jack Sughrue will direct.

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October 28, 1960

ADLAI E. STEVENSON JOINS OTHER POLITICAL LEADERS
ON 'DAVE GARROWAY TODAY SHOW' DURING COMING WEEK

Adlai E. Stevenson will join the list of political leaders to be interviewed by Dave Garroway next week (Oct. 31 to Nov. 4) on NBC-TV's "Dave Garroway Today Show" (Monday through Friday, 7-9 a.m. EST). The program throughout the week will emphasize the 1960 election as the culmination of five weeks of daily coverage of the major candidates' campaigns and the important issues.

Mr. Stevenson will be interviewed Friday, Nov. 4. Former Ambassador Henry Cabot Lodge and Mrs. Lodge also will be interviewed on the same program, as previously announced. Others who will be interviewed (also previously announced) are Governor Nelson A. Rockefeller of New York, Tuesday, Nov. 1, and Senator Lyndon B. Johnson, Wednesday, Nov. 2.

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NBC NEWS



October 28, 1960

SALLIES VIE WITH TALLIES ALONG THE CAMPAIGN TRAIL

NBC News correspondents and editors are meeting often these days to plan the network's coverage of the Nov. 8 election. Before and after these sessions, the talk is apt to turn to the latest political jokes heard along the campaign trails.

Correspondent Richard Harkness likes to tell the following story he heard from Senator Kenneth B. Keating (R.-N.Y.):

It seems that a Congressional candidate wound up a campaign speech with the announcement that he would answer questions from the floor.

"After hearing that speech," said a voice in the rear of the hall. "I wouldn't vote for you if you were Saint Peter himself."

"My friend," replied the candidate, "If I were Saint Peter, you couldn't vote for me. You wouldn't be in my district."

Correspondent Herb Kaplow reports an unusual number of Russian election jokes and he cites the following as an example:

(more)

A Soviet citizen went to the polls on election day, was handed a sealed envelope and was told to drop it into the ballot box. Instead, he began to tear the envelope open. He was seized at once by an election official standing nearby.

"And what do you think you're doing, Comrade," asked the official.

"I just want to see who I'm voting for," the man said.

"Are you out of your mind," said the official, "Don't you know this is a secret ballot?"

Correspondent Harkness credits one of his favorite stories to Senator Jennings Randolph, who is up for re-election in West Virginia:

According to the Senator, a gang of big-city counterfeiters ran into trouble when their printing presses began turning out $18 bills. They were about to destroy the bills when one of the gang suggested that he take them to the back country of West Virginia. There, he said, the people wouldn't know the difference.

The counterfeiter drove through the West Virginia hills until he came upon a little country store. He put one of his $18 bills on the counter and asked for change. The proprietor didn't bat an eye.

"Sure," he said. "How do you want it? Two nines? Or three sixes?"

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NBC-New York, 10/28/60

JACK TRACY
ROOM 320

October 31, 1960

COWLES MAGAZINES INC. JOINS FIVE OTHER ADVERTISERS IN SPONSORING NBC TELEVISION NETWORK'S ELECTION NIGHT COVERAGE

Cowles Magazines Inc., publisher of Look Magazine, has joined five other advertisers previously announced in sponsoring the NBC Television Network's Election Night coverage, it was announced today by Don Durgin, Vice President, NBC Television Network Sales.

NBC-TV's continuous coverage of the election will begin at 8:30 p.m. (EST) on Tuesday, Nov. 8. NBC News' David Brinkley and Chet Huntley will spotlight the various aspects of the election results from NBC's specially installed election headquarters in Studio 8-H, New York.

Also sponsoring the coverage will be Brown & Williamson Tobacco Company, Field Enterprises Inc., B. F. Goodrich Company, Thomas J. Lipton Company and Sandura Company Inc. All except the Sandura Company were sponsors of NBC-TV's convention coverage last Summer.

The Cowles Magazines purchase was placed through McCann-Erickson Inc.; Brown & Williamson through Ted Bates and Company; Field Enterprises through Keyes, Madden & Jones Inc., B. F. Goodrich through Batten, Barton, Durstine and Osborn Inc.; Thomas J. Lipton through Sullivan, Stauffer, Colwell & Bayles; and Sandura through Hicks and Greist Inc.

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NBC COLOR TELEVISION NEWS

October 31, 1960

'COLOR TV DAY--U.S.A.' OPENS BIG WEEKEND (NOV. 11 THROUGH 13) OF COLORCASTS ON NBC-TV, WITH MORE THAN 18 HOURS SCHEDULED

With more than 18 hours of network programming in color scheduled, the NBC Television Network will observe a color TV weekend Nov. 11-13, beginning with "Color TV Day -- U.S.A." on Friday, Nov. 11.

Establishing a new peak of television in color, NBC-TV will colorcast 10 programs on Saturday and Sunday, Nov. 12 and 13.

Beginning with more than nine hours in color on Friday (including virtually the entire daytime schedule), the schedule also calls for four colorcasts on Saturday and six on Sunday.

The complete lineup of color programs for that weekend follows: (all times EST).

Friday, Nov. 11:

6 - 7 a.m.	--	"Continental Classroom"
7 - 9 a.m.	--	"The Dave Garroway Today Show"
10 - 10:30 a.m.	--	"Dough Re Mi"
10:30 - 11 a.m.	--	"Play Your Hunch"
11 - 11:30 a.m.	--	"The Price Is Right"
11:30 a.m. - 12 noon	--	"Concentration"
12 noon - 12:30 p.m.	--	"Truth or Consequences"
12:30 - 12:55 p.m.	--	"It Could Be You"
2 - 2:30 p.m.	--	"The Jan Murray Show"

(more)

Friday, Nov. 11 (CONT'D)

3 - 3:30 p.m.	--	"Young Dr. Malone"
3:30 - 4 p.m.	--	"From These Roots"
4:30 - 5 p.m.	--	"Here's Hollywood"
6:45 - 7 p.m.	--	"The Texaco Huntley-Brinkley Report"
9 - 10 p.m.	--	"The Bell Telephone Hour"

Saturday, Nov. 12

10 - 10:30 a.m.	--	"The Shari Lewis Show"
10:30 - 11 a.m.	--	"King Leonardo and His Short Subjects"
12 noon - 12:30 p.m.	--	"True Story"
7:30 - 8:30 p.m.	--	"Bonanza"

Sunday, Nov. 13

1:30 - 2 p.m.	--	"The Eternal Light"
2 - 5 p.m.	--	"Pro Football" (blacked out in NFL cities)
6 - 6:30 p.m.	--	"Meet the Press"
7 - 8 p.m.	--	"The Shirley Temple Show" presents "The Reluctant Dragon"
9 - 10 p.m.	--	"The Chevy Show" starring Roy Rogers and Dale Evans
10:30 - 11 p.m.	--	"This Is Your Life"

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NBC-New York, 10/31/60

October 31, 1960

'MEET THE PRESS' EXTENDED TO FULL HOUR NOV. 6

Leonard Hall and Robert Kennedy, Rival Campaign Managers, to Be Interviewed

"Meet the Press" will be extended to a full hour Sunday, Nov. 6 as the political campaigns head toward their climax (NBC-TV Network, 6 p.m. EST; NBC Radio, except WNBC, as part of "Monitor," 6:30 p.m. EST; WNBC time, 6:35 p.m. EST).

The guests will be Leonard Hall, campaign manager for Vice President Nixon and former Ambassador Lodge, and Robert Kennedy, campaign manager for Senator Kennedy and Senator Johnson. The panel of interviewers will include Lawrence E. Spivak, producer and permanent panelist of "Meet the Press." Other panelists will be announced later.

The program will be broadcast live from the NBC Studios in Washington, with Ned Brooks as moderator. "Meet the Press" is a Public Affairs presentation of NBC News.

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NBC COLOR TELEVISION NEWS

October 31, 1960

A BUSY SCHEDULE FOR MARY MARTIN

Reading 'Peter Pan' While Starring in Broadway Play Brings About Use of Two Theatres and Two Color Studios for TV Production

Four studios (two Manhattan theatres and two Brooklyn color television studios) have been engaged by NBC-TV for the productions of Mary Martin's "Peter Pan" colorcast of Thursday, Dec. 8 (7:30 to 9:30 p.m. EST).

Since Miss Martin is rehearsing the title role of "Peter Pan" the same days she is starring on Broadway in the Rodgers and Hammerstein musical, "The Sound of Music," the special studio arrangements have been set up to ease her busy schedule.

Early rehearsals are being conducted at the Helen Hayes Theatre on 46th Street, directly across the street from the Lunt and Fontanne Theatre in which Miss Martin appears six nights (and two matinees) weekly as the Baroness von Trapp. From 11 a.m. to 7 p.m. she cavorts at the Helen Hayes with the Lost Boys, the Pirates and Indians of Never Never Land.

At 7 o'clock, she forsakes Peter Pan temporarily and scurries across the street to her dressing room in the Lunt and Fontanne where dinner is brought to her from a nearby restaurant. Then she puts on her stage makeup and the postulant's habit for the convent scenes of "The Sound of Music."

(more)

At 11:26 when the curtain falls at the Lunt and Fontanne, Miss Martin -- still in her last act costume and full makeup -- hurries to her car and is driven to her apartment overlooking the East River. There she is able to have a few hours just for herself.

The ease of rehearsing during the early weeks of the "Peter Pan" two-hour production will not hold, however, when the taping of the show begins, early in November. The first act will be done at the Ziegfeld Theatre, 10 blocks from the Lunt and Fontanne. The second and third acts will be at NBC-TV's two color studios in Brooklyn, more than an hour from Times Square.

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NBC-New York, 10/31/60

NBC NEWS' FILM COVERAGE NOW AVAILABLE TO REUTERS

NBC News' world-wide film coverage is now available to Reuters, independent international news agency, by virtue of the fact that Reuters has become a shareholder in the British Commonwealth International Newsfilm Agency (BCINA).

William R. McAndrew, Vice President, NBC News, said: "For the past two years, NBC has been closely associated with BCINA and, in fact, NBC has made available the resources of its television network to provide the core of the BCINA U. S. report for world distribution."

It is planned that from the entry of Reuters into BCINA's ownership, the world resources of BCINA will be expanded and Reuters will be linked with the rapidly developing realm of visual news reporting, a Reuters announcement said. Other shareholders in BCINA are the British Broadcasting Corporation, the Rank Organization, the Canadian Broadcasting Corporation and the Australian Broadcasting Commission.

Reuters has reported and distributed world news for 109 years. Its network of communications and correspondents stretches across every continent, with its own leased lines spanning Europe and radioteletype beams reaching all key centers. BCINA, established in 1957, provides a service of impartial news on film -- the Visnews Service -- to television stations in all parts of the world. Service is provided daily by the speediest means available including, in Europe, access to Eurovision link.

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NBC-New York, 10/31/60

PHYLLIS THAXTER TO STAR IN TITLE ROLE OF 'THE TRAPPED HOUSEWIFE';
MICHAEL STRONG TO APPEAR AS HUSBAND IN 'PUREX SPECIAL FOR WOMEN'

Phyllis Thaxter has been signed to star in the title role of "The Trapped Housewife," the Thursday, Nov. 10 "Purex Special for Women" on the NBC-TV Network (4-5 p.m. EST). Michael Strong will appear as the husband in the documentary drama concerned with the "occupational disease of American housewives -- the disenchantment syndrome."

Reporter and narrator Pauline Frederick (of NBC News) will interview two experts on the program to illuminate background of problems of women in suburbia. The experts are William Dobriner, head of the Department of Sociology at Hofstra College and editor of the book "The Suburban Community," and Max Siegel, head of the Department of Psychology at Brooklyn College and head of the New York State Psychological Association.

Miss Thaxter, familiar to TV audiences for dramatic roles on programs including "Wagon Train," "Playhouse 90," "Alfred Hitchcock Presents" and "The Loretta Young Show," is a veteran of Broadway and motion pictures as well. She has appeared on Broadway in "There Shall Be No Night" and "Claudia." On the screen she played in "Thirty Seconds Over Tokyo," and starred in "The Sign of the Ram" and "Weekend at the Waldorf," among other films.

Strong, a member of the original Broadway company of "Detective Story," also appeared on Broadway in "First Born." He has been a stand-by for Jack Klugman in the Broadway musical hit "Gypsy," and will appear in the upcoming "Rhinoceros." Strong has been seen in major TV dramas.

"The Trapped Housewife," written and produced by George Lefferts, will be directed by Karl Genus (NOTE: The director's name was incorrectly spelled in a previous Daily News Report).

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NBC-New York, 10/31/60

NBC COLOR TELEVISION NEWS



October 31, 1960

ADDITIONS TO NBC-TV NETWORK COLORCAST SCHEDULE FOR NOVEMBER:

Saturday, Nov. 12

12 noon-12:30 p.m. -- "True Story"

Sunday, Nov. 13

1:30-2 p.m. -- "The Eternal Light"

2-5 p.m. -- "Professional Football"

10:30-11 p.m. -- "This Is Your Life"

October 31, 1960

A LAMENT FOR THE CAMPAIGN TRAIN

(Richard C. Harkness, veteran NBC News Washington commentator, has covered election campaigns for three decades. On Election Night, Tuesday, Nov. 8, he will be stationed at 45 Wall Street, New York City, to report the findings of the RCA 501 Electronic Computer for NBC-TV and NBC Radio. In the following article, Harkness laments the near-passing of the old-fashioned campaign train.)

* * *

By RICHARD C. HARKNESS

This Fall, Messrs. Nixon and Kennedy have stumped the country, traveling by jet plane and by helicopter. When not actually in the air, they have appeared on it -- by radio and television.

Almost gone, alas and alack, is that great old American political tradition, the campaign train.

Perhaps planes, helicopters and radio and television are more efficient. Certainly the nominees have reached more voters. But no longer will the public experience the "intimacy" of the whistlestops of a Harry S. Truman, the warm, personal smile of an FDR, or the stubborn determination of a Wendell Willkie. And, for reporters, all of the fun of politics is gone from campaigning.

(more)

Of all the trains, I liked Willkie's the best. The railroad took the seats out of a Pullman car and converted it into a press-room-on-wheels. A loudspeaker line ran from the rear platform into the car so that we could sit at our typewriters and hear the candidate perform at way stations.

We came to know Willkie's key lines by heart, and occasionally, from our hideaway at the other end of the train, we would chant along with him. For example, I still remember one key phrase. He would shout: "Only the productive can be strong, and only the strong can be free."

In the latter part of his 1940 campaign, Willkie threw away his train schedule. He would travel wherever party leaders thought he might win votes. The result was that we went days without a bath.

One night, we were in Louisville. A good lady invited all aboard the train to a party after Willkie spoke. She was a good provider and her table was filled with food and drink. But all we wanted was a bath.

The hostess was a good sport. She dug into her linen closet and, while guests mingled below, we waited in line upstairs for a hot shower.

The most inveterate traveler was FDR, who made frequent coast-to-coast trips. In 1937, I covered the Roosevelt trip from Washington to Seattle, and back to Hyde Park.

In Chicago, I invited my mother and father to come aboard the train for lunch. Father, a minister on Chicago's North Shore, sniffed the stale air. He looked about the drawing room, especially that little bench. The bench was covered with a layer of dirty shirts, a layer of carbon copies of my dispatches, another layer of dirty clothes, and on and on.

"My," he commented, "what a strange way to make a living."

Of course it was, but we all loved the campaign train.

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NBC-New York, 10/31/60

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